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TOPIX ANNOUNCES FORUM PARTNERSHIP WITH NBC UNIVERSAL'S LOCAL MEDIA DIVISION

Local news community adds broadcast partners in 10 top DMAs around the country

Palo Alto, Calif., February 19, 2008 —Today, Topix (<http://www.topix.com>), the largest news community on the Web, announced an agreement to power discussion forums for NBC Universal's 10 owned and operated station web sites.

With millions of unique visitors a month, NBC Universal's stations are NBC6 Miami, NBC11 in the San Francisco Bay Area, NBC5 in Chicago, NBC4 in Washington D.C., NBC5 in Dallas/Fort Worth, NBC San Diego, NBC30 in Hartford, KNBC in Los Angeles, WNBC in New York, and NBC10 in Philadelphia.

"To stay relevant and competitive, media companies need to engage with their audiences," said Chris Tolles, CEO of Topix. "We're proud to provide NBC the platform for their newsrooms to proactively participate in the online conversation."

"We needed a forum partner that could scale with us as we grew," said Brian Buchwald, SVP Local Media Division from NBC Universal. "Topix offers a straight-forward, flexible and cost-effective solution to building community across our sites."

Topix powers local commentary and forums for more than 100 media partners, including Gannett broadcast sites, Tribune newspapers, Media News Group, and more. With its advanced filtering algorithms and powerful moderation tools, Topix helps media companies engage their newsrooms in active dialog with their audience. For more information about becoming a partner, contact Topix at partners@topix.com or visit the Topix booth at the following events: SNA Spring Publisher's Conference, NAA Marketing Conference, WeMedia Conference, and SXSW.

About Topix

Topix is the leading news community on the Web, connecting people to the information and discussions that matter to them in every U.S. town and city. A Top 20 online news destination (comScore, will update with January data), the company links news from 50,000 sources to 360,000 lively user-generated forums. Topix also works with the nation's major media companies to grow and engage their online audiences through forums, publishing platforms and RSS feeds. Based in Palo Alto, Calif., Topix LLC is a privately held company with investment from Gannett Co., Inc. (NYSE: GCI), The McClatchy Company (NYSE: MNI) and Tribune Company. For more, visit www.topix.com.

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