



## FOR IMMEDIATE RELEASE

### TOPIX ANNOUNCES FORUM PARTNERSHIP WITH MEDIANEWS GROUP

*Web's Largest News Community Expands Its Mission to be the Nationwide Platform for Local Conversation*

**Palo Alto, Calif., November 27, 2007**—Topix (<http://www.topix.com>), the largest news community on the Web, today announced an agreement to become the preferred online forums and article commenting provider for MediaNews Group, publisher of 61 daily newspapers, including the *Denver Post* and *San Jose Mercury News*. In addition, Topix has signed forums partnerships with GoErie.com, Zap2It.com, KOB.com, and CapitalTimes.com.

MediaNews Group has already launched forums on several newspaper sites in New England, including LowellSun.com, SentinelandEnterprise.com, ConnecticutPost.com, and NewsTimes.com. Within the next few weeks, Topix plans to launch an additional 30 – 40 MediaNews Group sites that don't currently have a commenting system or that are migrating from another platform. The Topix forums are designed for simple integration, and the migration of the MediaNews Group sites is expected to be complete by early 2008.

“The goal at Topix is to power local voice and conversation in every single city and town across America,” said Chris Tolles, Topix CEO. “By partnering with newspaper companies like MediaNews Group, we accelerate fulfillment of that mission through a federated, networked commenting system which provides synergies between every partner in the network. We plan to actively expand partnerships in 2008.”

Topix has built the only web-scalable forum platform, which balances algorithmic and human moderation – as well as speed and stability – to provide hyper-local participation on a nationwide network of sites. Topix partners are successfully building engaged audiences: IndyStar.com and Sun-Sentinel.com, for example, have each surpassed one million forum posts. Since the Topix forums launched less than two years ago, more than three million people have posted more than 18 million comments on the site – with participation at 80,000 comments a day.

#### **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, October 2007), 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, classifieds, 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 (NYSE: TRB). For more, visit [www.topix.com](http://www.topix.com).

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