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TOPIX HIRES MICHAEL LINTON AS VICE PRESIDENT, SALES

Interactive advertising superstar tapped to drive revenue at fast-growing news community site

Palo Alto, CA; September 5, 2007 – Today, leading news community site Topix (www.topix.com) announced the hire of Michael Linton as vice president of sales, a new position. Linton, 39, joins Topix from blog search engine Technorati, and will be responsible for driving advertising, building and managing a sales team, and developing the overall revenue strategy.

“I’m thrilled that Mike is my first hire as CEO,” said Chris Tolles, CEO of Topix. “He has a proven track record in forging new revenue opportunities and creating sales organizations. We have ambitious goals for Topix and Mike will be a key part of our success.”

Month after month, Topix has generated tremendous traffic growth, spurred by intense audience engagement on the site. More than 2.4 million people have posted more than 13.5 million comments on the site, which now averages more than 60,000 comments a day. In addition, more than 2,300 individuals have volunteered to edit news pages on the site. According to comScore, Topix is a Top 20 news site, and grew its unique visitors 91% from July 2006 to July 2007. In his new role, Linton will harness that growth to tap new revenue streams for the site and deliver value for advertisers.

Linton brings more than 15 years of sales experience to Topix. As the director of sales at Technorati, he built their advertising program from scratch, developed a new Conversational Marketing product, built a sales team and brought dozens of national brand customers to the site. From 2001 – 2006, he was the director of sales/west for Community Connect, where he grew revenue sixfold, led the company in sales for three years, and brought in new clients. He has held sales positions at Handspring, Phase2Media, TheKnot.com, TheGlobe.com, and Axcion/Direct Media. In addition, he has owned his own franchise door-to-door sales business. A native New Yorker, Linton currently lives in San Francisco, CA.

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 (Hitwise, July 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.

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