

## **TOPIX SIGNS SIX NEW CONTENT PARTNERS**

*4<sup>th</sup> largest newspaper web site connects millions of visitors to local information providers*

(PALO ALTO, CA; June 30, 2008) – Today, Topix ([www.topix.com](http://www.topix.com)), the largest news community on the web, announced six new content partnerships, giving its visitors in each of the U.S.'s 32,500 zip codes access to localized event and entertainment information, business directory data, pet classifieds, mortgage resources, and apartment listings.

Rounding out its local entertainment content, Topix will integrate Eventful's ([www.eventful.com](http://www.eventful.com)) database of more than eight million events – from concerts and sports to singles events and political rallies – on its more than 32,500 local news pages. Visitors to the site can search for upcoming events, as well as post their own events for free. In addition, Zap2It ([www.zap2it.com](http://www.zap2it.com)) will provide Topix with its database of up-to-date local movie show times and television listings.

“In many ways, events are the lifeblood of a city,” said Jordan Glazier, CEO of Eventful. “They reflect the energy, culture and interests of its residents. That’s why we’ve worked hard to create a comprehensive platform for discovering, sharing and creating events. With its focus on delivering highly relevant local information nationwide, Topix makes a natural partner.”

Topix has also partnered with InfoUSA, LiveDeal, Apartments.com and Informa Research Services to expand its local offerings.

Working with InfoUSA, Topix recently launched a nationwide, local business directory containing more than 14 million business records and a relationship with LiveDeal ([www.livedeal.com](http://www.livedeal.com)) replaces Topix’s existing pet classifieds. In addition, Topix’s local real estate pages have deepened based on its partnerships with Apartments.com, which enables it to feature two million apartment listings across the country, and Informa Research Services ([www.informars.com](http://www.informars.com)) which provides Topix users with local mortgage rate information.

“With the nation’s largest local footprint of citizen participation in more than 20,000 cities and towns, Topix is *the* online hub for local news and information,” said Chris Tolles, CEO of Topix. “Through these new partnerships, Topix is adding valuable local content to the site and enabling its new partners to reach their target consumers in every neighborhood in the country.”

### **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 10 online newspaper destination (comScore, March 2008), 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](http://www.topix.com).

### **Contact:**

Jennefer Traeger  
TidalWave PR  
720-988-6149  
[jtraeger@tidalwavepr.com](mailto:jtraeger@tidalwavepr.com)