



**For Immediate Release**

Contact:

Terra Carmichael  
SutherlandGold Group  
[terra@sutherlandgold.com](mailto:terra@sutherlandgold.com)  
(415) 848-7165

**TOPIX DRAWS MORE THAN 1,000 CITIZEN EDITORS AND MASSIVE  
FORUM TRAFFIC AS NEW SITE  
RESHAPES COMMUNITY NEWS**

*Active Editors and Forums across the Country Bring Local News to a New Level*

**Palo Alto, CA—May 23, 2007**—Topix, the largest news community on the Web, today announced it has registered more than 1,000 editors and seen forum postings spike 66 percent to a record 50,000 a day. The jump in participation is a result of the site’s new architecture, which gives the established Topix community of millions the power to find, report and edit local news.

Since early April, more than 1,000 citizen editors – participants who have volunteered to improve the news content on the pages they edit – have made nearly 40,000 edits to the site. From Alaska to Florida – and just about every state in between -- these editors connect to a national network of engaged, local audiences with simple tools that combine the best reader contributions with Topix’s locally categorized news from 50,000 traditional news and blog sources. To date, Topix has attracted nearly 1.6 million forum participants who have contributed a staggering 8.3 million posts.

“Our tremendous success with attracting editors and forum postings validates our goal, which is to fill the void in local news coverage,” Skrenta said. “The heavy representation of visitors to our site from rural states underscores our success in engaging mainstream audiences in local communities across the U.S. – including those outside the metro regions where the digital community typically clusters.”

A surge in participation by readers and editors on Topix has driven its traffic ranking to new highs. It has grown rapidly into a Top 25 news destination online as traffic has soared to more than 10 million monthly unique visitors, making it the largest local community news site. A U.S. News and Media report released by Hitwise this month recognized Topix for jumping 81% year over year in market share of visits. The report also noted that Topix showed above-average representation with users in rural states such as Kentucky and South Dakota

Advanced algorithms help Topix categorize news in 32,500 zip codes to provide editors with a springboard for identifying and selecting news stories. Multiple participants can edit any one page. For towns and cities where an editor is not active, a Topix “roboblogger” automatically refreshes the page with the most relevant local news until humans take over.

### **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 25 online news destination (Hitwise, April 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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