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Contact:

Matt Hicks
SutherlandGold Group
matt@sutherlandgold.com
(415) 722-3603

READERS REBOOT LOCAL NEWS WITH TOPIX

Topix Opens Virtual News Bureaus with Local Contributors and Editors, Connecting Them to Local Audiences in Every U.S. City and Town

Palo Alto, CA—April 2, 2007—Topix, the largest news community on the Web, today unveiled a new site that gives its established community of millions the power to find, report and edit local news. Topix’s pioneering platform addresses the pent-up demand for local news in towns and cities across the country where traditional news media alone can’t cover enough of the hyper-local events and issues that matter most to neighbors. As part of the launch, Topix also moved its domain to www.topix.com to support its continued growth as a major Web destination.

Anyone can now submit local news for any U.S. zip code to Topix through an easy web form on the web site or from their cell phone. Participants can also become citizen editors, improving the news content on the pages they edit. These editors connect to a national network of engaged, local audiences with simple tools that combine the best reader contributions – both news tips and forum discussions – with Topix’s locally categorized news from 50,000 traditional news and blog sources.

“Whether standing at a street corner with a campaign sign or chatting in the park, local residents want to discuss and share the news that matters to them,” said Rich Skrenta, co-founder and CEO, Topix. “Until now, moving that discussion to the Web has required starting a blog or creating local content from scratch. While that might work for the more advanced Internet user, it’s been a barrier for many. At Topix, we’re giving anyone access to the tools, content, and audience to talk about their local news.”

Over the past year, Topix has grown rapidly into a Top 25 news destination online and the largest local community news site with more than 10 million monthly unique visitors. Since introducing discussion forums for every U.S. city and town in December 2005, Topix has attracted more than 1 million forum participants who have contributed more than 5.5 million posts. Every day, more than 30,000 comments are added to the conversation, making Topix a destination of choice for finding out what’s happening in towns and cities as diverse as Indianapolis, IN and Knoxville, TN.

Topix will continue to use its advanced algorithms to categorize news in 32,500 zip codes to give editors a springboard for finding and selecting news stories. More than one person can edit a page, but for towns and cities where the editors are not active, Topix automatically refreshes the page with the most relevant local news.

“Online communities are difficult to scale and sustain. But with this new platform, we think we have combined the best technology with the strongest local participation to create the best

destination for local news and discussion,” Skrenta said. “By giving everyone access to the tools to talk – and an audience to listen – Topix redefines what it means to make the news.”

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, February 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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