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TOPIX LAUNCHES RELINX

*Free, easy-to-install headline widget and inline links
save time & drive engagement on news web sites*

(PALO ALTO, CA; November 18, 2008) – Today, Topix (www.topix.com), the largest news community on the web, announced the launch of its free ReLinX headline widget and inline links for media partners.

Using proprietary categorization technology from Topix, the ReLinX headline widget dynamically returns related articles from a media property's own content. The free widget integrates easily with any CMS platform, saves producer time, and delivers real-time, relevant results designed to drive incremental pageviews and reader engagement.

In addition to the headline widget, ReLinX can be used as an inline linking tool within the text of an article. The ReLinX inline links and headline widget are powerful, traffic-driving tools when used together, or can be deployed separately.

To-date, several media partners have signed up to use the tool, including Media News Group site TwinCities.com:

“Implementing the headline widget was easy, and help was always available if we needed it,” said Chris Clonts, Senior Online Editor, TwinCities.com. “The links it generates are amazingly relevant, giving us a tool to drive users deeper into our site and freeing up the producers for other tasks.”

“News sites invest precious time and money in generating original content, but it's often difficult to package that information to take full advantage of the Web's interactivity,” said Chris Tolles, CEO of Topix. “With these free tools, Topix lends its technology expertise to help news sites generate more value and reader engagement from their content.”

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, September 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.

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