

FOR IMMEDIATE RELEASE:

TOPIX INKS DEALS WITH FOUR NEW LOCAL PARTNERS

*Topix joins the lat49 geo-contextual ad network, provides local news feeds to Mapquest,
& adds ServiceMagic and Marchex listings to its yellow pages*

(PALO ALTO, CA; November 19, 2008) – Today, Topix (www.topix.com), the largest news community on the web, announced several new partnerships to host and distribute local advertisements and content.

As part of its local revenue strategy, Topix joins lat49 (www.lat49.com), the online advertising network that delivers geo-contextually targeted display ads. The lat49 ads are integrated into the maps on every local news page on Topix. As the visitor zooms and pans, the ad changes, allowing advertisers to reach consumers on multiple levels.

“Topix has the widest hyper-local footprint on the Net,” said Keith Ippel, President and COO of lat49. “Their content is targeted, yet spans news, events, sports, travel, and real estate—all of our major verticals. We’re pleased to be able to offer Topix even more ways to monetize their content.”

In addition, Topix added both ServiceMagic (www.servicemagic.com) home improvement service providers and Marchex (www.marchex.com) local business listings to its yellow page directory. Powered by infoUSA data, the Topix directory includes comprehensive business listings for every ZIP code in the country and provides partners like ServiceMagic and Marchex access to contextually relevant inventory, nationwide.

Topix also powers local news and sports headlines for Mapquest’s new local product:
<http://local.mapquest.com/>.

“Topix is interested in forging relationships with local web providers of all kinds,” said David Galvan, VP of business development for Topix. “From delivering quality news feeds, to providing a national distribution platform, to offering community forums and content tools, Topix drives results for its partners.”

To find out more, stop by the Topix booth at the Kelsey Interactive Local Media Conference November 19 – 20 at the Hyatt Regency in Santa Clara, or visit: www.topix.com/topix/partners.

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, October 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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