



## **TweetUp Passes 75,000 Keywords Registered by Users With 9 Million Followers, Adds Browser App Powered by Conduit**

***Conduit-Powered Apps are used by more than 220,000 publishers  
to deliver content and search results to over 100 million active users***

**PASADENA, CA – MAY 20, 2010** – TweetUp, Inc., announced today that it had passed the 75,000 mark for unique keywords registered by users with over 9 million followers. Keywords will enable these users to boost their standing in TweetUp’s Twitter search results. The company also announced that Conduit®, the company, enabling web publishers to distribute their offerings directly and through its global network of publishers, will offer the TweetUp search field to more than 220,000 web publishers and 100 million users in its network.

“We’ve been truly amazed and gratified by the enormous response we’ve had in just the last month since our announcement,” said Bill Gross, TweetUp’s Founder and CEO. “Visitors from over 135 countries have come to our site, and as a result we began accepting international credit cards last week. And now with the addition of the browser app to the TweetUp network, exposure to the benefits of using TweetUp to find and follow the world’s best tweeters will grow substantially.”

“It’s been particularly exciting for us to see the range of keywords that have been registered,” continued Gross. “In addition to the most popular words focused on technology and social media, characteristic of high-quality tweeters on the leading edge of innovation, there is an enormous breadth of unique words highlighting the range of consumer lifestyle issues that people are tweeting on these days. Whether your area of expertise is “mobile marketing,” “real estate” or “Zanzibar travel,” TweetUp’s platform can enable you to be found easily by new followers with a real interest in what you have to say.”

TweetUp has addressed the needs of both users and tweeters in a single search mechanism. In addition to an algorithm that combines a variety of factors to determine relevance, tweeters can bid on keywords in a competitive marketplace very similar to what now occurs at Internet search engines. This sophisticated combination of factors pushes the best tweets to the top of the results of users’ searches, allowing them to find the most compelling tweeters, and it enables serious tweeters to expand their following quickly and cost-effectively.

Adam Boyden, President of Conduit, said, “Web publishers of every size -- from Major League Baseball and MTV to World Sea Fishing Maps and the New York Giants Girl -- use the Conduit Platform to create and deploy their own customized browser app. The Conduit Platform has

helped them all to improve their results, whether it be greater brand recognition, increased web traffic, or selling more products. The TweetUp App will help all these publishers enhance their relationships with users further by providing an easy way to find the best tweeters on the most relevant topics. Plus, adding TweetUp search to their apps will enable these publishers to enjoy an additional revenue stream.”

TweetUp’s search results will be available to hundreds of millions of individuals through revenue-sharing distribution agreements with a wide range of partners. TweetUp partners include leading Twitter clients TweetDeck, Seismic, and Twidroid, one of the leading sources of tweets, TwitterFeed, and one of the leading social media authority and influence ranking systems, Klout, as well as popular web sites including BusinessInsider.com, Answers.com, TechCrunch and PopURLs.

Together, these partners will bring TweetUp search results to more than 45 million unique users per month and serve more than 100 million impressions per month. The company anticipates announcing additional partnerships in the coming weeks.

### **About TweetUp**

TweetUp ([www.tweetup.com](http://www.tweetup.com)) is a product of Idealab ([www.idealab.com](http://www.idealab.com)), where Bill Gross also devised the first model for paid internet search, Overture/Goto.com, over a decade ago. Then, like now, the goal was creating a business model that would both improve the relevance of search results and enable a steady revenue stream for publishers. Today, the amount of noise in the Twitter feed is crying out for a similar solution, and TweetUp was formed to provide it. TweetUp is backed by Index Ventures, betaworks, Steve Case’s Revolution LLC, First Round Capital, Jason Calacanis and Jeff Jarvis.

### **Press Contact:**

Idealab for TweetUp  
Stephan West  
(626) 685-4934  
[stephan@idealab.com](mailto:stephan@idealab.com)