



## **FOR IMMEDIATE RELEASE**

### **TweetUp Signs Distribution Agreements with Business.com, Netvibes, TheFreeDictionary.com and Several Leading Newspapers, Increasing Potential Exposure to 100 Million Unique Users and 250 million Monthly Tweeter Impressions**

**PASADENA, CA – JULY 14, 2010** – TweetUp, Inc., announced today that it had signed distribution agreements for TweetUp search results with four large and diverse publishers: Business.com, Netvibes, Farlex's popular online reference sites including TheFreeDictionary.com, and several leading newspapers. Added to the current array of partners, over 250 million tweeter impressions will be served via TweetUp search results to 100 million unique users each month.

"We are pleased to welcome these new distribution partners to the TweetUp network," said Bill Gross, CEO of TweetUp. "Each of these brings to the table a unique segment of the online market. Business.com's services to the business audience are unparalleled; Netvibes has a loyal following among millions of consumers worldwide through their personalized dashboards and relationships with leading agencies and brands; Farlex's reference sites such as TheFreeDictionary.com and TheFreeLibrary.com are natural fits for TweetUp's search results; and agreements to distribute to some of the leading US newspapers will broaden exposure of top tweeters to a mass consumer audience."

In April, TweetUp opened registration for the world's first bidded marketplace for real time search, and in May the company launched its search capabilities at TechCrunch, Topix.com, and Businessinsider.com. TweetUp's core search algorithms, in combination with this marketplace, address the needs of both users and tweeters in a single search mechanism. In addition to algorithms that combine a variety of factors to determine relevance, tweeters will soon be able to bid on keywords in a competitive marketplace very similar to what now occurs at Internet search engines. This sophisticated combination of factors pushes the most relevant tweeters to the top of the results of users' searches, and it enables serious tweeters to expand their following quickly and cost-effectively.

"We are looking forward to harnessing the great reach and power of relevant Twitter feeds for the many small and medium-sized businesses that come to Business.com for advice," said Eric Aledort, vice president, business development, Business.com. "TweetUp's platform allows our users to quickly access up to date and relevant information as it relates to their product or service needs."

"The combination of Netvibes and TweetUp is a real boon for consumers," said Freddy Mini, CEO Netvibes. "Netvibes is the fastest way to monitor the real-time Web and TweetUp is a great way to find the most relevant tweets on any topic. In just one click, Netvibes users can create their own real-time dashboards to track everything about a given topic live. Now with our new

distribution partnership with TweetUp, millions of Netvibes users will automatically receive custom recommendations of the best tweeters to follow when they create new topic dashboards.” TweetUp’s search results will be available to hundreds of millions of individuals through revenue-sharing agreements with a wide range of partners. In addition to those announced today, these include leading Twitter clients TweetDeck, Seesmic, and Twidroid; the leading provider of custom browser and desktop toolbars, Conduit; the leading dashboard publishing platform for the web, Netvibes; one of the leading sources of tweets, TwitterFeed; one of the leading social media authority and influence ranking systems, Klout; as well as popular web sites including BusinessInsider.com, Answers.com, TechCrunch, Topix.com and popurls. Some sites have already begun to serve search results, and the others will come online over the next few weeks. Combined, over 250 million tweeter impressions will be served via TweetUp search results to 100 million unique users each month at these clients and web sites.

#### **About TweetUp’s New Distribution Partners:**

- Business.com ([www.business.com](http://www.business.com)) guides more than 40 million business buyers a month through the B2B buying cycle with a host of B2B resources designed to help buyers research, find and buy the products and services they need to run their businesses.
- NetVibes ([www.netvibes.com](http://www.netvibes.com)) pioneered the first personalized dashboard publishing platform for the Web. Today, Netvibes powers personalization for more than 1000+ of the world's leading brands, interactive agencies, government organizations, non-profits and enterprises--serving half a billion widgets every month.
- Farlex, Inc. provides innovative, easy-to-use reference and learning tools. Farlex's flagship websites, [www.TheFreeDictionary.com](http://www.TheFreeDictionary.com) and [www.TheFreeLibrary.com](http://www.TheFreeLibrary.com), contain over 25 million pages of books, periodicals, and reference information from the world's most respected sources.

#### **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.

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