



**Topix Joins TweetUp Network Showcasing the World's Best Tweeters,
Provides Potential of 140 Million Additional Monthly Pageviews**

PASADENA, CA – JUNE 8, 2010 – TweetUp, Inc., announced today that it had signed a distribution agreement with Topix, providing visitors to www.topix.com with connections to the world's best tweeters blogging about topics most relevant to their interests. 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. Topix's zip-code and topic-specific sites deliver over 140 million pageviews each month.

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 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.

Topix is the leading source of local news and community discussion on the web. The company monitors breaking news from over 50,000 sources, 24 hours a day. Topix then categorizes each story into one or more of the 360,000 news pages, including pages for all 32,500 US zip codes, 5,500 public company and industry verticals, 48,000 celebrities and musicians, 1,500 sports teams and personalities, and many more.

"TweetUp brings an added element of content to Topix that we feel will stimulate even more discussion on our pages," said Dave Galvan, Vice President of Business Development at Topix. "We also think some of the voices in our communities will see TweetUp as a great way to extend thought leadership, amplify their voice and grow a strong, targeted following."

"We're really excited to have Topix join the TweetUp network," said Jon Kraft, COO of TweetUp. "Their reach is enormous – literally every zip code in the US has its own custom page that includes local news and a forum in which community members can exchange ideas and comment on stories of the day. Serving over 140 million pageviews every month is testament to the value they deliver to users around the country."

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 Topix, these include leading Twitter clients TweetDeck, Seismic, and Twidroid; the leading provider of custom browser and desktop toolbars, Conduit; 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 and PopURLs. Some sites have already begun to serve search results, and the others will come online over the next few weeks. Together, these clients and web sites will bring TweetUp search results to more than 40 million unique users per month and serve more than 100 million impressions per month.

About TweetUp

TweetUp (www.tweetup.com) is a product of Idealab (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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