



AideRSS, Inc. Closes Second Round of Financing

PostRank™ Emerges as the Web's Recognized Measure of Social Engagement

Waterloo, Ontario, Canada – December 12, 2008 – AideRSS, Inc., a leader in providing integrated tools for measuring social engagement with news and information online, is pleased to announce that it has closed its second round of financing with Tech Capital Partners. This significant round of new funding will enable AideRSS to continue to develop unique services that leverage the PostRank™ technology and brand. The company will also continue to solidify its position as a major player in enabling the use of social engagement analysis to uncover and manage interesting and relevant data about online audience interaction with web content.

“2008 has been an outstanding year for AideRSS and PostRank” said Carol Leaman, CEO. “We've had amazing market reception and feedback, we've built an extremely strong team, and with funding that will last well into 2010 we can focus on execution of our business plan”.

Ilya Grigorik, Founder and CTO added, “We are extremely excited about our product development plans in the next 12 months. With financing in place we will be delivering several unique new services that we expect will garner significant attention in the market and result in a number of potential paths to revenue.”

Founded in the spring of 2007, AideRSS launched its first filtering and ranking service in July 2007 to tremendous market reception. The PostRank feed management service offers free, easy-to-use tools to enhance personal productivity for users, and provides audience engagement information for publishers.

Jacqui Murphy, Partner with Tech Capital Partners said, “From the outset we believed that AideRSS was tackling the growing problem of information overload on the web in a unique way. We are very pleased with the progress the company has made since our initial investment and are even more pleased to support them again.”

About AideRSS, Inc.

Based in Waterloo, Ontario, Canada, AideRSS is focused on the development of tools and information analysis that make sense of social engagement data on the web. From its beginnings as a company creating personal productivity tools to help people deal with information overload to “Read What Matters”, AideRSS is now developing other products and services that bubble up important data related to audience interaction with online content.

About Tech Capital Partners Inc.

Based in Waterloo, Ontario, Tech Capital Partners manages \$95 million in venture capital. Tech Capital provides seed financing, hands-on leadership, market strategy and operational guidance to early-stage technology companies that have the potential to compete at a global level. Since its inception in 2001, Tech Capital has invested in some of Canada's most innovative high-tech companies, including: AideRSS (www.postrank.com), Covarity (www.covarity.com), LiveHive Systems (www.livehivesystems.com),

Sandvine (TSX:SVC; AIM:SAND) (www.sandvine.com), Sidense (www.sidense.com), Sirific Wireless (Acquired by Icera - www.sirific.com), Coreworx (Acquired by Acorn Energy - www.coreworxinc.com) and VideoLocus (Acquired by LSI Logic). An active advocate of innovation and entrepreneurialism, Tech Capital maintains a strong presence in the technology business community. For more information, please visit <http://www.techcapital.com>.