



PostRank™ Delivers Real-Time Social Media Analytics

Waterloo, Ontario, Canada – February 5, 2009 – AideRSS, Inc., creator of PostRank, and a leader in providing integrated tools for measuring social engagement with news and information online, is pleased to announce the launch of real-time monitoring of the most popular social media sites and platforms, and the addition of new engagement sources to its underlying data.

The PostRank technology is a social engagement monitoring and analytics platform, and the movement to real-time monitoring means that publishers will get immediate feedback and a sense of velocity regarding where, how, and how quickly their audiences are engaging with their content through various sources. Knowing immediately where a story or post is being discussed will allow the publisher to engage in conversations as they're happening. From the readers' perspective, stories' and posts' PostRank score will dynamically increase in real-time as more and more readers engage with the content they're reading.

The addition of new engagement sources like Diigo, Feecle, Identica, Jaiku, BrightKite and MéxicoDiario to an already comprehensive and well-known stable of social media properties keeps PostRank at the leading edge of the web's most credible and meaningful measure of audience engagement.

“Improving PostRank to offer faster and more relevant data for publishers and readers is our ongoing goal,” said Carol Leaman, CEO. “The enhancements we’re announcing today are the first in a series of exciting new improvements that we’ll be seeing in the coming months”.

Ilya Grigorik, Founder and CTO added “AideRSS recognized the emergence of the social web and the trend away from traditional media and dot-com-era measurement as the accepted credible source for news and information very early. That recognition turned into the rapid development of real-time-oriented tools to capitalize on the significant amount of user-generated content that is produced and consumed daily.”

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.

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.

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