



PostRank™ Delivers The Best Blog Discovery Engine on the Web

Waterloo, Ontario, Canada – April 7, 2009 – AideRSS, Inc. is excited to announce the launch of a powerful new blog discovery engine to enable users to uncover the best content on the web. Powered by PostRank technology, which uses audience engagement metrics to filter and rank news and information in real-time, the PostRank Discovery engine enables users to find and follow topic experts and influencers in specific areas of interest.

The new PostRank Discovery engine solves the problem of how to quickly and easily find the web's best content sources and most influential publishers, aggregated by topic area. With millions of new stories posted daily, finding the most comprehensive, timely, relevant and engaging content has, until now, required a variety of different tools to cobble together results.

The user community will now have the ability to search for and seamlessly access dynamic lists of the most socially engaging online content by topic. Users can also create and curate their own lists to share with their networks. Every list is filtered and ranked in real-time using the core PostRank audience engagement algorithm, and is automatically updated over time.

"The internet remains an extremely fragmented environment when it comes to finding information," commented Ilya Grigorik, Founder and CTO. "The blogosphere in particular does not lend itself well to search, and yet the volume and velocity of high quality content being produced by individuals is staggering. The PostRank Discovery engine is a giant leap forward in enabling users to identify and group the best sources of content, share their resources with others, and subscribe to lists created by respected sources to get the benefit of their knowledge and expertise."

In addition to filtering and ranking their own feeds with PostRank, users can now harness the power of the online community to find and follow others' reading lists, discovering hidden gems and the best articles and publishers in specific topic areas. Best of all, these resources are automatically updated so users will never have to wonder if the sources are up to date.

"PostRank Discovery takes the effort out of finding excellent content and identifying the knowledgeable and influential authors who are publishing that content," noted Carol Leaman, CEO. "Whether you're an individual who is curious about what experts in your area of interest are reading, a corporate entity wanting to stay on top of up-and-coming authors in your product space, or an influencer who wants to create and curate lists to extend that influence, there are multiple benefits to be gained by PostRank Discovery."

About AideRSS, Inc.



Based in Waterloo, Ontario, Canada, AideRSS is focused on the development of tools and information that make sense of social engagement data on the web. 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.