



PostRank™ Partners with Gnip

Waterloo, Ontario, Canada – July 7, 2009 – PostRank Inc. (formerly AideRSS), a leader in providing integrated tools for measuring social engagement with news and information online, is excited to announce a partnership with Gnip, Inc., a world leader in standardizing the way companies access and integrate the web's data. PostRank will now provide Gnip access to its vast real-time stream and archive of RSS content and wide array of social engagement metrics. PostRank's core technology filters and ranks these metrics to make the data meaningful and actionable to publishers. Gnip will be able to offer that data to its customers, further enhancing its ability to enable compelling social and business applications.

"With the proliferation of independent publisher content on the web, it is increasing difficult for people to find the best news stories and articles," said Carol Leaman, CEO. "Social interaction with content has become a primary indicator of how meaningful or relevant that content is, and PostRank technology delivers the highest quality content, filtered and ranked using social engagement as the measuring stick".

"We believe there are a multitude of potential applications for PostRank data," said Shane Pearson, VP Products for Gnip. "We're excited to be able to add PostRank to our growing list of premier service providers".

PostRank indexes nearly 3 million news articles and stories from a million discrete sources every day. The valuable data comes from audiences' interactions with those stories, as PostRank collects the real-time social interactions with content across dozens of social networks and applications. The analysis of these social interactions at an article-specific level provides a unique measure of a publisher's audience engagement. Publishers have access not only to traffic numbers, but also how and where their audiences are organizing, sharing, and gleaning valuable information from these resources.

About PostRank Inc.

Based in Waterloo, Ontario, Canada, PostRank is focused on the development of tools and analytics that make sense of social engagement with content on the web. Founded in the spring of 2007, PostRank launched its first filtering and ranking service in July 2007 to tremendous market reception. The PostRank feed management service offers a variety of features providing audience engagement information to publishers, and enhances personal productivity for users. For more information visit <http://postrank.com>.

About Gnip

Gnip is standardizing the way companies access and integrate the web's data. Using Gnip's on-demand extensible messaging platform companies can simplify how they access and integrate social and business data from across the Internet. Gnip makes it easy for companies to incorporate real-time social and business data into their existing applications or as the basis for creating compelling new solutions. For more information visit <http://www.gnip.com>.

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