

AideRSS Revolutionizes the Way People Read Blogs and RSS News Feeds

New tools will help you find and read what matters, tame your RSS feed reader, and deal with information overload

FOR IMMEDIATE RELEASE

Waterloo, Ontario – July 24, 2007 – AideRSS’s innovative RSS filtering solution will launch today, Tuesday, July 24, 2007 becoming publicly available for the first time.

Already, well received in beta testing, AideRSS feed management tools fill a dire need to help manage the overwhelming numbers of posts and news stories generated every day on the internet. Today, people spend significant amounts of time in their feed readers such as Google Reader and Bloglines trying to sift through the stories to find the good stuff and read what really matters. AideRSS addresses this by filtering incoming feeds based on social engagement metrics such as comments, bookmarks, trackbacks, and more. Like a newspaper editor, who picks relevant stories off the newswire services, AideRSS analyzes all of the posts in an RSS stream, assigns a PostRank score, and delivers only the most relevant stories into your inbox based on the chosen filtering level.

“Our goal is to make RSS manageable and relevant for every reader” states Ilya Grigorik, AideRSS co-founder and Chief Architect, “the daily number of posts most people receive makes it impossible to stay on top of the news, frequently resulting in the “mark-all-as-read” syndrome. In this process, important stories - true information gems are lost. We were determined to solve this dilemma.”

AideRSS users can either use the website directly to filter, sort, and read their RSS streams in a customized “My Feeds” section, or AideRSS can deliver a filtered RSS feed directly into their favorite feed reader. This flexibility creates an optimal user experience accommodating any work style and reading preference of the user.

“With the number of blogs growing by millions each month and an ever increasing number of posts each day we figure AideRSS can save hours of reading each month. Think of it as a personal aide, an assistant to filter and manage your RSS Streams!” says Kevin Thomason, co-founder and Chief Marketer at AideRSS.

AideRSS is also opening its technology to millions of bloggers and web publishers around the world. Through PostRank filtering, AideRSS is able to deliver and share the author’s top stories through a simple web widget, allowing the publisher to easily identify and share their best content directly on their site – resulting in more page views, and higher readership.

What people are saying:

“This is one application that I cannot wait to see or use and one of the best things about it for the moment it is FREE!”

Juned Sunito, journalist, b5 Media

“AideRSS is bringing value to both the publisher and the reader... one of my favorite things about using AideRSS so far is how snappy it is. For me, it’s an obvious one. Without trying to sound like too much of a cheerleader, I **love** AideRSS and I want them to succeed only so that I can keep using their service.”

Jevon MacDonald, editor, Start-up North

How Does it Work?

“We set out to create an intelligent assistant to deal with the daily flow of RSS news” says Grigorik, “our PostRank algorithm collects meta-data about every feed and blog post and allows the user to match their level of interest to the desired quality of the blog post as determined by our engagement metrics. We do the grunt work of collecting information on each and every post allowing you to focus on your agenda, while also staying on top of the news stream.”

Pricing and Availability

There is no cost for the AideRSS service and a free version will always be available.

AideRSS, Inc

Founded by three partners in January, 2007, AideRSS is based in Waterloo, Ontario Canada – the heart of Canada’s Technology Triangle. AideRSS, Inc. is focused on delivering personal productivity tools and software that allows people to Tame the RSS Beast, find the good stuff, and read what matters.

AideRSS is seeking partners and is always on the lookout for great talent and strategic alliances.

- 30 -

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Note to Editors: For additional information, references, and what people are saying about AideRSS please visit the Press Center on the AideRSS website at www.aiderss.com/blog/media

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