

# **Tremendous Response to AideRSS Launch**

**Canadian internet startup gets profiled on major web sites and has over 200 articles written about it around the world upon launch last week.**

## **FOR IMMEDIATE RELEASE**

Waterloo, Ontario – July 31, 2007 – AideRSS’s innovative RSS filtering solution launched last week and quickly become a front page story on many of the most popular sites on the internet such as Slashdot, Mashable, Read/Write Web, Digg, Delicious, and Lifehacker. Additionally, dozens of articles and reviews of the AideRSS service, products, and tools began appearing around the globe.

“Traffic levels and response to AideRSS exceeded all expectations,” states Chief Architect and co-founder Ilya Grigorik, “creating the need for massive scaling. We had to provision over 100 servers to keep up with the demand. Thankfully we had partnered with Amazon’s Web Services EC2 group so we were able to rapidly react in ways that would certainly have not been possible even just a year ago.

AideRSS’s PostRank™ filtering and 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 matters AideRSS filters incoming RSS 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.”

In less than a week AideRSS is already tracking over hundred thousand unique RSS feeds for people and monitoring well over one million individual internet posts daily.

“It is great to see the response to our service” states Kevin Thomason, co-founder and Chief Marketer at AideRSS, “with the number of blogs growing by millions each month and an ever-increasing number of posts each day we figure AideRSS can save people hours of reading each month. Think of it as a personal aide - an assistant to filter and manage your RSS Streams.”

“We’ve had so many encouraging and positive e-mails and comments. Within 48 hours of launching, visitors from over 130 different countries had checked out our site,” says Thomason “everyone is looking for a solution to information overload.”

AideRSS is also opening its technology to millions of bloggers and web publishers globally. With 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.

“We were very pleased to see some of the largest and most influential websites on the internet – leading sites such as Read/WriteWeb - start utilizing and profiling our PostRank™ widget right on their main homepage the day we launched. It has been a great validation of the value and ease of use of this helpful widget and it is building readership for them by helping their readers find the best posts and articles” says Grigorik.

### **What people are saying;**

KillerStartups.com named AideRSS one of the top five start-ups of the week, ahead of dozens of internet ventures launched last week saying; “Use AideRSS and stop reading unpopular posts instantly, great for those that want to be in the know and see what is most being talked about.”

Sunir Shah, Manager of Marketing and Community Development at Freshbooks, one of Canada’s most successful Web 2.0 startups says, “AideRSS is my new favourite tool. The cold hard reality of this gig is I need to demonstrate that we’re saying what people care about. While FeedBurner gives me readership, **AideRSS measures impact**, and that is powerful stuff.”

“After a week what’s the word? Awesome. I resisted posting this right away, well because I thought I might be wrong with my first impression. I wasn’t, this is a really good tool... I think that you be rather pleasantly surprised.” Says Tris Hussey, a Social Media Blogger with “A View from the Isle”.

“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.” says Jevon MacDonald, editor at 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.

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

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