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FOR IMMEDIATE RELEASE

READING DESK - A NEW APPROACH TO INFORMATION DISCOVERY ON YOUR DESKTOP

Reading Desk is a new way of discovering stories that interest you and keeping up with trends, all in a convenient, free, user-friendly desktop app for PC or Mac.

Atlanta, GA (February 28, 2012) – Your friends share some interesting stories on social media, but what if they're not interested in the exact same things you are? You could be missing out on stories you care about. The creators of Reading Desk have made an easy, convenient desktop app (for PC or Mac) designed to help you follow YOUR interests...not your friends' interests. It is available for free starting today at regator.com/readingdesk.

Reading Desk lets you set up customized columns to monitor your interests, from specific things like your company or favorite band to broader topics such as investing, pop culture, or physics. You can also keep up with what's going on in the world with up-to-the-minute trends for hundreds of topics. Once Reading Desk has helped you discover content you love, you can share it with the app's simple integration with Facebook, Twitter, Google+, email, Tumblr, Reddit, LinkedIn, and Instapaper.

Reading Desk is the latest product from Regator, known as a leading curator of high-quality blog content. The app is built using Regator's Semantic API. This means that the quality of the content that Reading Desk users get through the app is consistently high and comes from thousands of sources hand-picked by Regator's editorial team.

Chris Turner, cofounder of Regator, explains: "The goal of Reading Desk is that it gives desktop users an app they can run in the background that lets them know when something interesting to them happens and makes it easy for them to get more info and share with their friends."

"We're giving people a tool to use on the device that many of them use most: their laptop or desktop computers," says Regator cofounder Scott Lockhart. "It's a different approach that asks, 'what are your interests?' as opposed to 'what publications do you like?' or 'what are your friends sharing?' It's just more personal."

Reading Desk is available for free download now at regator.com/readingdesk.

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About Regator: Regator is a family of products focused on high-quality, topical online content. Founded in November 2007 and launched publicly in August 2008, Regator is headquartered in Atlanta, Georgia. Its products include:

- Regator Semantic API: This API gives developers access to Regator's semantic algorithms, trends data, and automated data enrichment services.
- Regator.com: Curated by human editors, this popular blog directory features well-written blogs on more than 500 topics as well as trends, monitoring, and more.
- Regator Lite and Regator Premium for iPhone: These apps provide tools for reading, finding, and sharing quality blog content on the go.
- Regator Widgets: These free widgets allow bloggers to display Regator trends, searches, or posts on their websites.