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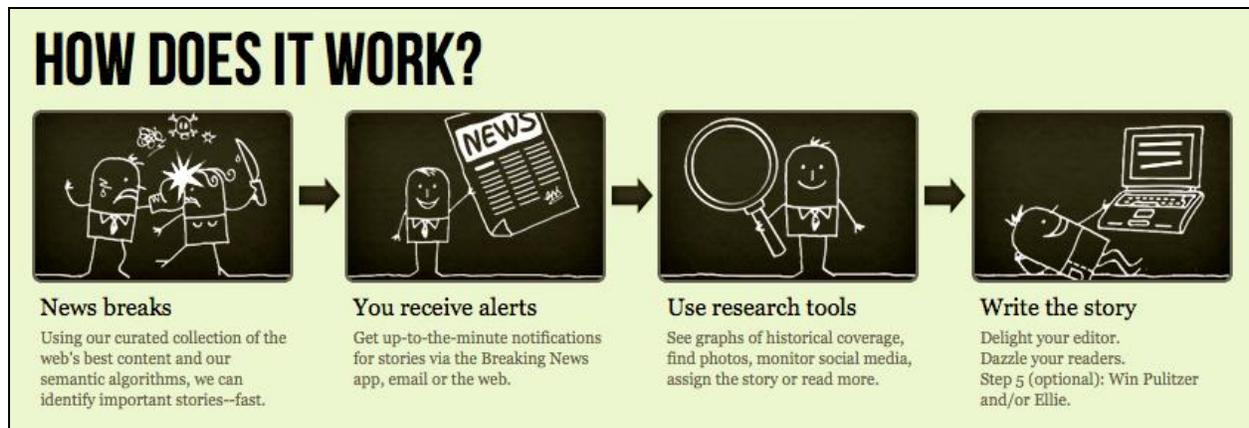
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## REGATOR LAUNCHES BREAKING NEWS SERVICE

*Regator Breaking News (regatorbreakingnews.com) helps journalists and bloggers identify important stories, faster and more efficiently than ever before. Half-off launch sale runs until June 14.*

Atlanta, Ga. (June 9, 2011) – The founders of Regator know that journalists and bloggers would rather spend their time researching, reporting, and writing than sifting through mountains of information. That’s why they created Regator Breaking News (<http://regatorbreakingnews.com>), a service launching today that delivers custom up-to-the-minute news alerts directly to writers via desktop app, email, or web—often well before traditional news sites, Twitter trends, and other sources.\*

Regator, launched in 2008, is best known as the home of the web’s leading collection of high-quality, human-curated blog content. The company’s Breaking News service uses proprietary semantic algorithms to analyze that carefully curated information, determining the importance of stories *as they happen*. This curated dataset ensures that the alerts that Regator Breaking News members receive come from trusted sources.



Journalists and bloggers can customize their notifications by choosing from more than 30 topics such as entertainment, politics, sports, business, and technology. Once an alert is issued, Regator Breaking News members have access to tools designed to help today’s busy writers get a story out quickly: graphs of historical coverage, social media monitoring, resources for sourcing photos, additional context, and more.

Kimberly Turner, cofounder of Regator and journalist, explains: “The goal of Regator Breaking News is simple: to help writers spend more time reporting and writing, and less time searching for the right stories to cover. Knowing that we’re bringing the news to them as it breaks, RBN members can focus on creating content rather than digging through RSS feeds, newswires, and social media.”

The Regator Breaking News desktop app (an Adobe Air app for PC, Mac, or Linux) also features the web’s most timely accurate trends for dozens of niches and, for those on an editorial team, a communication tool that allows members to comment on alerts, assign stories, and communicate with their team.

Regator Breaking News members always receive a 14-day free trial and can cancel any time. During the special Launch Sale, every member who signs up before June 14 will receive **50% off their first three months**.

\*Recent time trials on major breaking news stories found Regator Breaking News alerts arrived an average of 101.7 minutes before coverage of the same stories on CNN.com. Specific stories used are available upon request. The RBN alert for the release of Obama’s birth certificate on 4/27, for example, arrived 8 minutes before FoxNews.com coverage, 29 minutes before CNN.com coverage, 57 minutes before the Huffington Post email alert, and 11 minutes before it was trending on Twitter.

**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 are:

- **Regator Breaking News:** This service for journalists and bloggers provides the latest breaking stories in real-time.
- **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.
- **Regator Platform:** This API gives developers access to Regator's semantic algorithms, trends data, and automated data-enrichment services.