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**ZEMANTA HELPS BLOGGERS UP THEIR GAME BY DELIVERING
CONTENT FROM ACROSS THE WEB IN REAL -TIME**

*Latest Release Delivers IE Compatibility, Server-side Support of MovableType, TypePad and
WordPress and Re-blog and Geo-Tag Capabilities*

San Francisco CA, and London England– June 3, 2008 – Zemanta the leading provider of content creation and discovery tools for bloggers around the world, announced today the addition of several new features in their recently launched flagship product. Designed to enhance the content and credibility of any blog, Zemanta provides “smart sources” including links, tags, photos and documents while a blogger is typing. Since its launch in March, more than 6,000 bloggers have begun using Zemanta daily.

“Discovering and finding content across the Internet can quickly turn into a nightmare for a blogger. With so many other sites competing for stories, it’s critical to leverage as much content as possible, as quickly as possible, in order to maintain an audience,” said Carla Thompson, Senior Analyst with Guidewire Group. “Zemanta helps me find content I didn’t know existed in half the time it would take me to search. It’s a prime example of what semantic technology can do for the mass consumer.”

In today’s release, Zemanta has made it easier to get Zemified by increasing functionality across the board. New features in this release include:

- Server-side Plug-ins – support for MovableType 4.1 and Wordpress 2.5 enables blog platform owners to leverage Zemanta for all their users.
- Internet Explorer Compatibility - leverage Zemanta from any browser.

- Increased Smart Sources – get more recommended links, photos and documents than ever before.
- Re-blogging - identify and re-publish content from other articles, RSS feeds and blogs within a blog.
- Amazon Affiliate Links – suggests relevant links to Amazon books, allowing people to use their own affiliate ID and receive commission from click-throughs of their readers
- Geo-Tag Links – leverage Google Maps to locate news and content around the globe.
- Popular Pages – easily locate the most popular blogs and content and click to re-blog that information.

“Our bloggers are passionate about creating interesting, well-informed blogs.” said Sarah Sosiak, TypePad product manager at Six Apart “By leveraging Zemanta on TypePad, as well as MovableType, our bloggers can easily create compelling, relevant posts that help to engage and grow their readership.”

About Zemanta

Zemanta the leading provider of content creation and discovery tools for bloggers around the world, has created an easy-to-use way to up your blogging game. With Zemanta, you can reach across the Internet to bring the photos, links, tags, reblogs and documents that add depth, credibility and entertainment to your blog. More importantly they help you increase your readership and hold onto your audience. A browser plug-in that also works within your blogging service, Zemanta delivers “smart sources” that appear as you are typing. Available for Firefox and Internet Explorer, Zemanta works with multiple blogging engines including WordPress, MovableType and TypePad, Blogger and Live Journal.