



# Newsworthy

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## ***Washington Technology* offers full-length audio versions of web site news stories**

*Newsworthy's Click-2-Listen service now available on second PostNewsweek Tech Media property*

**Fairfax, VA** – September 28, 2006 – Newsworthy, Inc., producer of the first Personal Audio Newspaper, announced today that *Washington Technology*, a leading information technology magazine serving the government community, has added the Click-2-Listen service on its web site, and is now providing audio versions of *Washington Technology* news stories. Users can now listen to complete news stories or download them to their iPod or computer for listening at a later time. *Washington Technology* becomes the second Post Newsweek Tech Media publication to feature the Click-2-Listen capability, joining *Government Computer News (GCN)*, which went live in July.

“*Washington Technology* is pleased to introduce this cutting edge audio service to our readership,” said Nick Wakeman, Editor of *Washington Technology*. “By combining award-winning editorial coverage with innovative reader services such as Click-2-Listen, *Washington Technology* continues its 20 years of unparalleled leadership in delivering news coverage and analysis to the systems integrator marketplace.

Click-2-Listen makes listening to a story as easy as viewing it. Users simply click on the new “Listen to this story” icon to immediately hear the article or download it. Newsworthy’s Click-2-Listen service automatically converts the entire story to audio, giving *Washington Technology* users the same deep content they read on the web site.

“We are delighted that *Washington Technology* has added the Click-2-Listen service to its web site,” said Marcus Heth, CEO of Newsworthy. “In the first two months that *GCN* has offered this capability, thousands of viewers have chosen to listen to articles. Many of them are downloading articles to their computers or iPods and listening to them later. Click-2-Listen lets media companies extend the reach of their valuable content and gives their readers a unique, rich audio experience.”

To obtain more information or to listen to a sample of the Click-2-Listen service, visit [www.newsworthyaudio.com/click-2-listen](http://www.newsworthyaudio.com/click-2-listen).

### **About Newsworthy, Inc.**

Newsworthy is the leader in converting in-depth news and entertainment to high quality audio. Newsworthy’s Click-2-Listen extends publishers’ reach and opens up new revenue opportunities. Newsworthy’s free “full-length news” podcasts let people listen to comprehensive, up-to-date news

stories whenever and wherever they like. Newsworthy uses its innovative “Professional Text-to-Speech” technology to convert full length stories to audio, letting users download them to their iPod, computer or other mp3 player. Newsworthy transforms monotonous commute time or workout time into enjoyable, productive listening. For more information visit us at [www.newsworthyaudio.com](http://www.newsworthyaudio.com).

### **About PostNewsweek Tech Media**

PostNewsweek Tech Media, a subsidiary of The Washington Post Company (NYSE:WPO), is the leading media company in the government technology community. PostNewsweek, with a rich tradition of over 25 years of award winning journalism, offers national publications—*Government Computer News*, *Washington Technology*, *Government Leader and Defense Systems*—Web sites, trade shows such as FOSE, and other conferences for the government IT market. For more information, visit [www.postnewsweektech.com](http://www.postnewsweektech.com).

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