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## ZEMANTA UNVEILS NEW PERSONALIZATION FEATURES

### *New Additions Make Blogging Easier By Instantly Delivering Content from Across the Web*

**LONDON– September 17, 2008** – Zemanta ([www.zemanta.com](http://www.zemanta.com)), the leading provider of content creation and discovery tools for bloggers around the world, today announced several new features to its blogging platform. Zemanta automates much of the work of adding contextual content like links and photos to blog posts by identifying the content and combing the web for the relevant images, smart links, keywords and text. Now, Zemanta's new features make it easier for users to find and add the content they want whether from personal online accounts and feeds or by keywords.

"With this new release, we're entering a new stage of our product development: making Zemanta a personal recommendation engine for online content," said Boštjan Špetič, Zemanta's director of products, Zemanta. "Our goal is for Zemanta to intuitively bring users the right content at the right time and this release brings us closer to that goal."

Zemanta's new features include:

- **My Friends:** Zemanta can connect to a user's social networks accounts and link to their friends' webpages when they write about them.
- **My Feeds:** Zemanta can connect to a user's feed reader to provide recommendations for articles that the user has read.
- **My Pictures:** Zemanta can connect to a user's Flickr account to instantly access photos.
- **Filtering:** Users can define the keywords they want Zemanta to look for when making content recommendations.

Blog readers have come to expect content and information revealed through links, images, illustrations, and references, a process that can be laborious for those creating the content. By applying advanced text-processing algorithms, Zemanta accelerates and automates that process, letting bloggers easily weave in rich content elements from across the web.

Zemanta can be deployed on all major content publishing platforms and web browsers through a simple plug-in. Since its launch in March 2008, more than 15,000 users have downloaded Zemanta.

### **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 you 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 7 more. Zemanta is backed by Union Square Ventures, Eden Ventures and The Accelerator Group.