Iterasi Announces PositivePress™ Media Intelligence Service

Iterasi's Premium Service enables media and marketing professionals to capture and report the internet while measuring the impact.

PORTLAND, OR, UNITED STATES — August 19, 2009 — Iterasi, Inc. announced the immediate availability of PositivePress™, a ground-breaking media and business intelligence service for tracking, archiving and reporting Internet-based media coverage. PositivePress™ allows users to specify the sources, terms and topics of interest to them, captures the stories, and generate powerful reports to clients, colleagues and executives. The service unleashes the power of the internet by giving users the means to tap the staggering array of news and information about topics, sites, and events users care about.

PositivePress™ Taps the Open Web for Media Intelligence Work

Pete Grillo, founder and CEO of Iterasi, inc., and veteran entrepreneur in the internet, mobile, and PC markets, said, "People are often boxed in by solutions that remove them from the actual sources of the media they want to track. PositivePress helps them go beyond this to leverage the capabilities of the Open Web. We couple this open approach to researching the Web with our powerful archiving technologies, which allows users to build a fully searchable media-coverage warehouse, and connect it all to a powerful yet easy-to-use report generator. This approach provides our customers best-in-breed media intelligence services to communicate with their companies, their readers, colleagues and clients."

Industrial Strength Archiving for Twitter

PositivePress provides powerful capabilities to users of the popular social media site Twitter. In addition to archiving individual Twitter messages – called 'tweets' – PositivePress archives any links contained within the tweet. "We want to be the industrial strength solution for archiving Twitter so we went the extra step to not only archive the tweet but also any stories referred to in the tweet," said Pete. "By archiving all the stories within each tweet we guarantee our users will have a permanent record of the complete conversation." PositivePress archives stories within tweets from full URLs or those shortened using bit.ly, tinyURL or any of the popular URL shorteners.

The Iterasi.com Free Service Will Continue

Pete Grillo underscores that Iterasi users will continue to have access to its free service: "Although Iterasi is now selling premium functionality in its PositivePress™ service, we remain committed to the sizable community of Iterasi free users and their millions of saved pages."

About Iterasi

Founded in 2007, Iterasi, Inc is a worldwide leader capturing and reporting the internet. Iterasi has tens of thousands of users and their millions of archived pages under management. The company's URL is iterasi.net, and its headquarters is located in Portland, Oregon.

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For more information, press only:
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For more information on PositivePress™ and Iterasi, Inc.
   www.positive-press.com