

State by State. News for the Nation. ™



**STATE** NEWSLINES

www.statenewslines.com

## **StateNewslines Announces Nationwide Launch**

### **Every U.S. State Gets Its Own One-Page News Headline Website**

**New York, New York- November 8, 2007** – StateNewslines announced today at the 2007 Ad:Tech conference in New York its launch of fifty new interactive media properties nationwide. Every U.S. state gets its own one-page news headline site. Each day, news headlines and article links from nearly 3,000 state news sources are indexed and aggregated on one page for each state. Visitors can see all the news headlines in their state by visiting [www.statenewslines.com](http://www.statenewslines.com).

Free to use, each StateNewslines website provides a convenient daily view of news headlines and article links for most every daily and weekly newspaper, television station, and news radio station in any given state. News indexes and article links are updated hourly. By allowing executives and busy professionals to easily scan news headlines statewide, readers can quickly find articles of interest, making the site a valuable, time-saving resource. Clicking any headline link takes the reader to the news article on the content provider's website to see the full story. Users can personalize their page to see just the news sources that interest them and mobile versions of the site for the Blackberry and iPhone are soon to be released.

Paul Helmick, the company's founder and CEO says, "StateNewslines was created to help busy executives and professionals save time finding news articles of interest in their state. By giving professionals their own 'executive summary' of daily news that is localized, customized, and convenient, we help people stay up to date with their news that matters most." StateNewslines provides an experience similar to Yahoo!, Topix or Google News, but differs with the company's intense focus on news in a single state. "By providing a contextual index of links to news articles in a single state, we connect information with the community that needs it. Executives and professionals love the site because it's a relevant view of news that matters to them. This helps them avoid the the information overload they they often face." says Helmick.

Two premium paid services are also offered, and substantially discounted, to public relations firms, marketing consultancies, advertising agencies, press and broadcast associations, non-profit organizations, lobbyists, associations and government organizations. A daily clipping/media monitoring service allows firms or individuals to monitor news headlines in their state and receive daily emails when keywords of interest are published. And a self-service news release distribution feature shares your news release via email/fax to news editors and media professionals in any particular state. Both services differ from most national providers because of StateNewsline's additional depth and coverage within each state.

Helmick says, "With over 12 million businesses in the U.S. there are 25-50 million busy executives and professionals that don't have time to stay up to date with all the breaking news in their state... StateNewslines meets the professionals need and demand for a simple, convenient way to stay up to date with state news - and ultimately save their time. Our motto - State by State. News for the Nation."

### **About StateNewslines, LLC**

StateNewslines, LLC helps executives and busy professionals save time finding news articles of interest in their state. The company's news indexing and aggregation services create convenient one-page news headline sites for each state in the country. The company also provides clipping, media monitoring and news release distribution services on a state-by-state basis. The company operates over 100 interactive media properties and indexes over 40,000 state news headline article links each day.

Paul Helmick, the company's President and Founder, is a recognized serial entrepreneur and a 15-year veteran of technology/marketing start ups. Mr. Helmick has formerly served as the CEO of the CornerStone Technology Group and as the former co-founder and President of CityNet Corporation, West Virginia's first and largest Internet Service Provider. Mr. Helmick was the recently the recipient of the WV Who's Who in Business award. He and his wife Kristen reside in Charleston, West Virginia.

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