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Apple Investor News Goes Live

First Standalone Financial News Web Site On A Single Company

(San Francisco, CA) - May 22, 2007 - AppleInvestorNews.com goes live today. The site is the first standalone web site devoted solely to the financial and stock news of a single company (not a blog or subset of a larger news or search portal).

Apple Investor News is an always-updating investment news portal covering Apple, Inc. financial and AAPL (Nasdaq:NM) stock news. The site aggregates headlines from hundreds of sources worldwide, then uses finely-tuned filters to sort those headlines into 20 relevant sub-topic categories.

"Our categorized news results are designed to be more focused and useful than the collated single-list search results of typical news portals," comments Frank Cioffi, editor and publisher. "Our editing process, which we call Intelligent News Search, provides the high level of specificity and topic relevance that enthusiast audiences expect from our everything-is-tagged world."

AppleInvestorNews.com's news search categories include Apple Analysts, Apple Rumors + Insider News, Apple iPod + iPhone, Apple Mac Computers, Steve Jobs, Apple Stores, Apple vs. Microsoft, Apple Business Podcasts, Apple Business Videos and 11 other news categories. Each category's headlines are shown in descending time order and updated every 15 minutes. A 90-day headline archive is maintained for reference and to show news trends.

The news site is the first in a series of single-topic Intelligent News Search portals from Medialink Web Ventures, based in Marin County, California. The site is not affiliated with Apple, Inc.

"We choose Apple for our first niche news portal because of the huge volume of financial-related news on the company," says Cioffi. "We knew if we could effectively search and categorize this newsflow, the results could provide value to the Apple investment community or anyone interested in Apple, Inc."

About Medialink Web Ventures Medialink Web Ventures produces single-topic news portals using intelligent news search. This unique form of news search engine provides a high level of specificity and topic relevance for niche and micro-niche news audiences increasingly accustomed to sophisticated levels of tagging, searching and sub-topic categorization.

The company's second niche news portal will be Apple|Enthusiast, to be launched in Summer, 2007, which will search and aggregate news headlines of interest to users of Apple products.

Medialink Web Ventures was founded by Frank Cioffi, a former television news journalist and technology marketing veteran. Medialink Web Ventures is privately-funded.

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