

## PRESS RELEASE

### **Netemic's blog monitoring tool gains endorsement from the Public Relations Consulting Association (PRCA)**

*- PRCA recommends iFeed tool to member agencies -*

**[London – 13<sup>th</sup> May 2007]** Netemic, a UK media software company, has today announced a partnership with the Public Relations Consulting Association. The PRCA is to recommend iFeed, Netemic's automated online social media monitoring tool, to its members made up of over 140 agencies.

iFeed enables subscribing agency users to monitor Web 2.0 media such as blogs, forums and wikis. It was created in response to the explosion in social media content in acknowledgement of its rapidly growing importance as a key channel of influence.

The social media tool offers agencies a real time measure of brand awareness and consumer sentiment and has been designed to allow users to filter through internet "noise" to effectively track comment, opinion and breaking news. This data places agencies in an advantageous position to offer clients strategic business intelligence through competitor tracking and analysis, campaign impact measurement and reputation risk analysis.

Andrew Orchard, Netemic's CEO, said: "We are delighted with the PRCA's endorsement of iFeed. It is clear that PR now extends beyond traditional media monitoring and insight into the digital world offers great value to any brand. The PRCA has firmly established its credentials at the forefront of the industry by recognising the importance of the blogosphere to brands in the contemporary media landscape. We hope that, with its support, iFeed will take its place as an industry benchmark product for the monitoring of social media."

iFeed has been specifically designed with the PR agency user in mind. iFeed's persistent search technology scours blogs, forums and consumer sites in real time to discover content matching companies, products and services. Relevant results are

delivered to a user-friendly interface and once captured, this content can then be more dynamically interrogated by age and relevance. Relevant content can then be clipped, annotated and delivered direct to anyone with web access via iFeed's Clipstream viewer - a unique republishing tool that creates a dedicated hotline between Agencies and their clients anywhere in the world.

Under the terms of the arrangement, Netemic will offer PRCA members a special five-licence packaged rate of £495 per month for three months. This will allow the use of iFeed for five clients at a heavily discounted price of £99 per licence (against a list price of £300 per licence). Thereafter, members who continue with the service will be offered their first five licences at £150 each per month, or half the usual price.

Francis Ingham, Managing Director of the PRCA, said:.....

- ENDS -

#### **About Netemic**

Netemic Limited was formed in February 2006 to provide research and product to organisations that require monitoring and analysis of consumer-generated media (CGM). Since foundation, Netemic has focused its efforts on developing its proprietary web monitoring and analysis tool, iFeed.

#### **About the PRCA**

The PRCA (Public Relations Consultants Association) is the representative body for public relations consultancies in the UK. It has over 130 members and represents consultancies who account for more than 70 per cent of the consultancy fee income generated in the UK. The association provides support to PR consultancies to enable them to become better businesses and helps to demonstrate the value of public relations consultancy to clients.

#### **For more information please contact**

Andy Riley  
AxiCom UK (for Netemic)  
T: +44 20 8392 4073  
E: [andy.riley@axicom.com](mailto:andy.riley@axicom.com)