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ZEMANTA HELPS BLOGGERS UP THEIR GAME BY DELIVERING CONTENT FROM ACROSS THE WEB IN REAL -TIME

Latest release brings Windows LiveWriter support and integration of CrunchBase directory

San Francisco CA, and London England – August 12, 2008 – Zemanta the leading provider of content creation and discovery tools for bloggers around the world, announced today two major new enhancement of their flagship product. Designed to enhance the content and credibility of any blog, Zemanta provides “smart sources” including links, tags, photos and documents while a blogger is typing. Since its launch in March, 15.000 users have downloaded Zemanta already, amongst them also some very influential bloggers.

Fred Wilson from the "A VC" blog said: *"Zemanta is a blogging tool plugin that provides a set of advanced services for finding related content (photos and related posts). It also provides something I've wanted for a long time, a way to do a Tumblr style reblog on other platforms."*

In today's release, Zemanta has made it easier to get Zemified by increasing functionality across the board. New features in this release include:

- **Windows LiveWriter Support** - technology preview of support for the most popular desktop blogging application. We are very excited about this plugin, that makes LiveWriter the most advanced blogging tool ever.
- **Crunchbase integration** - We are proud to be one of the first to leverage the open access to great knowledge base about technology companies, people, and investors. For those who write about what is going on in the web today.
Henry Work from CrunchBase said: *„It is great to see such a useful product using our content directory through our newly released API. This is the best way for annotating your blog with CrunchBase content.“*
- **General upgrade** - We now suggest book covers from **Amazon.com** and there are improvements all over engine, bringing better performance and quality of suggestions. Our API now includes **Freebase** entities, making it a great and unique tool for mashup developers across the web.

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.