

ROLLINGSTONE.COM ADDS ARTICLES TO PERSONALIZED MUSIC MAGAZINE

*idiomag adds hundreds more content partners, and releases
improved personalized music site*

London, UK – 2nd October 2008. Today idiomag has announced that it has released a vastly improved version of its popular 'personalized music magazine', with more great content than ever before. The site (www.idiomag.com) gives readers a personalized blend of articles, videos, and images, based on their unique music taste – and now includes content from hundreds of new sources, including Rollingstone.com.

“With this release, we have quadrupled the volume of daily content”, says co-founder Andrew Davies, “and with over 11,000 articles a month, we are now one of the leading destination sites for music news and reviews.” The new version also improves the selection of articles, so every reader gets the best quality mix of content for their musical taste.

A brand new version of idiomag’s innovative interface has been launched. New search functionality, video playlists, integrated artist information and a personalized “music dashboard”, means that users can now discover, watch, listen and read with ease. All of the improvements were developed in partnership with users, following extensive consultation and testing, to achieve a superb music experience.

idiomag, founded in 2006, aggregates content from a huge range of content partners, and transforms it into an engaging and consistent format. idiomag’s technology then enhances each article with additional media and relevant external links, and delivers a personalized magazine to every reader, based on their interests.

idiomag is a high-quality, digital magazine currently personalized to each individual user’s interests in music. It keeps them “in the know” with articles, videos and photos about the artists and genres they love, as well as recommending new artists. We utilize all the knowledge this generates about our users and their interests to deliver the most relevant experience and to enable compelling brand engagement.

To find out more, please view idiomag’s ‘About’ page at <http://www.idiomag.com/about/>

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