

## Tweet Back the Web: MashLogic Embeds Twitter, Supports IE

**New release enables real-time discovery of trending topics and in-page twittering.**

**Menlo Park, CA - May 31, 2009** – MashLogic, the company that helps you *Take Back the Web*<sup>™</sup>, today announced a new release that enables real-time discovery via Twitter, supports IE7, and comes packed with new mashes and features for contextual, personalized web browsing.

"10% of MashLogic's current features would be enough to keep me happy, but now I can even see Tweets about whatever I'm reading, anywhere on the web, and I can tweet back without leaving the page," said Scott Kurnit, a MashLogic board member. He added, "This is just another way MashLogic breaks open the new paradigm of horizontal web discovery... related content and services from the sites \*I\* choose."

MashLogic users can post securely (thanks to OAuth integration) to their Twitter accounts from any web page with shortened URLs. The new Twitter mash also makes it easy to follow Twitter users by adding links from Twitter @names to their user profiles.

"In response to demand from users and partners, we're also pleased to announce MashLogic for IE7, bringing our innovative personalization technology to the world's most popular web browser," said VP Products Ranjit Padmanabhan. IE7 users can now personalize and enrich their web experience to receive the information they care about, from sources they prefer and trust.

A growing number of sites, such as Docstoc and Mixx, have been distributing mashes based on their content to users of Firefox and Flock. With IE7 support, publishers can now provide the vast majority of their users with embedded links all over the web pointing back to their sites.

Finally, the new MashLogic release includes a fresh new user interface, and lots of new features. For example, users can right click on any word, or type any word into the callout window, to mash it in real time. And the Music mash now enables both streaming and downloading from either Amazon or iTunes without leaving the web page.

### **About MashLogic**

MashLogic is a startup in Menlo Park, CA that helps you *Take Back the Web*<sup>™</sup>. At a time when hyperlinks have been commercialized and only search engines offer useful links, MashLogic restores discovery and easy navigation to the web. MashLogic is an open platform, where the user has full visibility and control of the mashes that run, and the benefit of personalized links. MashLogic provides web sites with free custom mashes to increase the engagement of their visitors. The company is privately held, and funded by Bessemer Venture Partners and angel investors. More information is available at [www.mashlogic.com](http://www.mashlogic.com).