



THOMSON REUTERS

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NEWS RELEASE

FOR IMMEDIATE RELEASE

Reuters Unveils a Glimpse into the Future of Online Publishing *New Website Narrows in on Key Industry Topics*

New York, December 4, 2009 – Reuters.com today announced the launch of its new consumer website, which marries a strong editorial voice with professional-grade information and data, powered by the newly formed Thomson Reuters.

“The creation of Thomson Reuters gave us an opportunity to re-evaluate the key areas of focus for Reuters.com,” said Alisa Bowen, head of consumer publishing for Thomson Reuters. “Leveraging professional assets from across the company, the redesign has allowed Reuters.com to evolve into a platform that focuses on building deep business knowledge around key topic areas.”

With a world overwhelmed by data, news, and information, the goal of the redesign was to make Reuters.com content more intelligent, giving business professionals an inside edge. The content on the new site has been organized by topics and themes to create online communities, which adjust as the world’s news agenda evolves.

“Reuters.com was redesigned to provide an online touch point for the business professional audience, giving them the tools to make smart decisions and navigate market challenges,” added Bowen.

The bold, new design propels Reuters into a new era of online publishing, with advanced multimedia capabilities, personalization and data presentation. Balancing design and usability, the site features:

- **News in Numbers:** visually appealing market data based on relevant topic-matter
- **Day in Pictures:** the day’s news with the use of Reuters award-winning photography
- **Funds Center:** professional Lipper data for an online consumer audience
- **Commentary:** world-class news with analysis and opinion
- **Personalize, Track and Save:** create portfolios, follow topics, customize tracking
- **Unique advertising platforms:** introducing contextual targeting and point-of-entry packages to target visitors from search engines

The new site is a glimpse into the future of the online publishing industry, but is only a taste of what’s to come. Reuters.com will evolve along side the demands of the progressive consumer in the new era of digital news.

In 2010 redesigned websites in the UK, India, Japan and China, as well as the 13 additional local language markets, will follow suit.

Reuters engaged Brooklyn-based digital agency [HUGE](http://HUGE.com) on the site’s strategic design and enhanced user experience.

About Reuters



THOMSON REUTERS

Reuters, the news and media division of Thomson Reuters, is the world's largest international multimedia news provider touching more than 1 billion people a day. Reuters provides unbiased business, financial, national and international news to professionals via Thomson Reuters desktops, the world's media organizations, as well as directly to affluent business professionals through Reuters.com and other digital platforms.

Thomson Reuters

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