THOMSON REUTERS OPENCALAIS ADVANCES TO POWER GLOBAL DISASTER RESPONSE AND REAL-TIME COMMUNICATIONS PLATFORMS, VIDEO NEWS SERVICES, AND APPLE IPAD APPS

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Pioneering New Partners include:
  * Ushahidi, a world-leading open-source disaster response and real-time
    communications platform.
  * ViewChange.org, a global video news service from Link TV funded by The
    Gates Foundation.
  * AllVoices.com, a 'People's Media' company supporting citizen Journalism
    around the world.
  * The 'Digest' iPad Application and 'Read it Later" bookmarking service
    from The Idea Shower.
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New York, New York and Boston, Massachusetts - April 28, 2010 - Thomson Reuters today cited 10 innovative sites and services that use OpenCalais to deliver global disaster response and real-time communications services, compelling video content experiences or intelligence gleaned by mining the Social Web for insight.

"More than 30,000 entrepreneurs, publishers and developers have joined the OpenCalais Initiative to bring global communications capabilities, contextual intelligence and breakthrough innovations to the Web," said Thomas Tague, OpenCalais Initiative lead, Thomson Reuters. "We are thrilled to be powering creative news applications on the iPad as well as some of today's most important communications platforms for global change - empowering citizen journalists for social good, and harvesting the goodwill of the crowd."

The newest publishers and media platform providers to join CBS Interactive / CNET, Huffington Post, The New Republic, Al Jazeera and others in using OpenCalais include:

Ushahidi / SwiftRiver - http://swift.ushahidi.com/ - Ushahidi, which means "testimony" in Swahili, is the leading platform for socially-powered, real- time global communications in times of crisis. Any individual or organization can use Ushahidi to collect, communicate and visualize information. Ushahidi's new, open source platform, called SwiftRiver, uses OpenCalais to identify key people, organizations, facts and events in such topics as ongoing political or ecological crises, and to reveal previously undetected connections among relevant people, places, companies and more.

"SwiftRiver's purpose is to allow organizations to filter through large real-time data sets from sources like Twitter, Email and RSS by applying various algorithms that determine accuracy," said Jon Gosier, Director of SwiftRiver. "With OpenCalais we've added new features for inferring relationships between information sets that would otherwise appear to be unrelated."

ViewChange.org - http://www.viewchange.org - LinkTV's new global media online hub, funded by the Bill & Melinda Gates Foundation, features videos on the progress being made in reducing hunger, poverty, and disease in developing nations around the world. ViewChange.org uses OpenCalais to surface related content for its video stories to give viewers insight, context and analysis on important developments on the full array of global change initiatives.

"We are thrilled to be using OpenCalais to help us bring these essential stories to the world," said Amra Tareen, CEO, Allvoices.com. "We believe that automatically tying deep context and action opportunities to video stories about developing nations will open up many new roads to understanding and change."

Allvoices.com - http://www.allvoices.com/ - Allvoices.com is the first international open media site that pulls news, video and images from across the globe into one place. Allvoices.com uses OpenCalais to make meaningful connections between individuals, reporters and citizen journalists and the wide variety of issues and events they report on.

"We are first and foremost a people's media company; our mission is to leverage in-country reports from around the world into mainstream media," said founder and CEO Amra Tareen. "We hope to bring a level of intimacy to global reporting by integrating stories and reports that would normally receive little to no coverage into the greater global conversation."

Three Minute Media- http://tmmnews.com - Three Minute Media is a new Web video news network that features video interviews and in-depth analysis of business news from former Forbes reporter James Erik Abels. Three Minute Media uses OpenCalais to generate and select metatags for each story, improving search and navigation and powering the site's 'Related Stories' feature.

Innovative services using OpenCalais to deliver intelligent content experiences include:

Digest - http://readitlaterlist.com/digest - The new 'Digest' Application for Apple Computer's iPad and the popular 'Read it Later' bookmarking service for Firefox, iPhone make it easy to save news stories, Web pages and more, and then retrieve them to read later on iPad, desktop or mobile with ease. Both Digest and Read it Later use OpenCalais to automatically categorize stories and quickly sort them into helpful folders for reading ease.

Hedgehogs.net - http://www.hedgehogs.net/ - Hedgehogs is a social application platform for the hedge fund and investment community and those who serve it. It uniquely supports the social and collaborative aspects of trading and investment, enabling members to discuss and develop trading ideas;

share commercial propositions, and collaborate to deliver tangible business targets. Hedgehogs uses OpenCalais to automatically index and cross reference content from heterogenous sources, as the basis for persistent search and alerts, and to power its automated contextual "related content" capability.

FeedTrace - http://www.feedtrace.com - FeedTrace enables anyone to mine Twitter content for links, and makes it easy to find the most relevant news, articles and videos being shared on Twitter by link popularity. FeedTrace uses OpenCalais to categorize popular links to help you quickly navigate through real-time content to find the 'right time content' that matters most.

Academic Institutions using OpenCalais to support research and discovery include:

The British Library - http://www.bl.uk/ - The British Library is using OpenCalais to help power its UK Web Archive project, along with Hadoop, Nutch, Pig Latin, as well as IBM's BigSheets and InfoSphere classification tool. Read more here: http://www.webarchive.org.uk/ukwa/.

Tufts University's Visual Understanding Environment (VUE) - http://vue.tufts.edu/ - Tufts University's Visual Understanding Environment uses OpenCalais to help power its flexible visual environment for structuring, presenting, and sharing digital information.

The University of Karlsruhe -- http://www.uni-karlsruhe.de/info/en/514.php - The University of Karlsruhe uses OpenCalais as a central component of its news event ontology to model business events. Read more here: http://www.aifb.kit.edu/images/5/5d/LoeschNikitina_ISWCMod2009.pdf.

About the OpenCalais Initiative

The OpenCalais initiative supports the interoperability of content and advances Thomson Reuters mission to deliver intelligent information by connecting all the world's business-relevant content. It offers free metadata generation services, developer tools and an automatic connection to the Linked Data cloud. Found at OpenCalais.com (http://www.OpenCalais.com), OpenCalais is the fastest, easiest and most accurate way to tag the people, places, companies, facts and events in content to increase its value, accessibility and interoperability on the Web. For a quick and easy demo of how OpenCalais can add intelligence to your content, visit http://viewer.opencalais.com, paste in a news story and hit submit."

About Thomson Reuters

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, healthcare and science and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs more than 50,000 people and operates in over 100 countries. Thomson Reuters shares are listed on the Toronto Stock Exchange and New York Stock Exchange. For more information, go towww.thomsonreuters.com

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