

FOR RELEASE



Wordnik Demonstrates the Future of e-reader Platforms with Smartwords at D8: All Things Digital Conference

12 new partners join Smartwords, an open standard for publishers and e-reader makers to connect their content in more useful, interactive and entertaining ways

SAN MATEO and PALOS VERDES, Calif. -- June 3, 2010 -- At The Wall Street Journal's D: All Things Digital conference, a gathering of influential leaders in media and technology, Wordnik, a company creating new ways to unlock the value of digital content, will demonstrate today how media and publishing leaders can enhance discovery and bring new opportunities for monetization inside the e-reader platform. The company will also announce a dozen media and publishing partners.

Wordnik CEO Erin McKean, one of a handful of innovators invited on stage with Wall Street Journal columnists and All Things Digital executive editors Walt Mossberg and Kara Swisher, will show how Smartwords, an open standard, makes possible unprecedented tools and applications for publishers to enhance and expand e-books, digital content and e-readers.

New partners joining the original eight Smartwords partners (Forbes; Huffington Post; Ibis Reader; Internet Archive; The New York Times; O'Reilly Media; Scribd; and Vook) are: Audio Newspaper; Audiovox; Baen Books; IDG; IGN; MetroLeap; NPR; Scientific American; Simon & Schuster; Six Apart; and Ziff Davis.

McKean explained, "Smartwords unleashes the potential of digital content in ways never before possible by allowing digital content publishers to use words as keys to unlock a wealth of data they already possess and turn them into newly packaged information or new 'products' that can lead readers to the discovery of related content -- whether e-books, music, blog posts, science articles, games -- digital content of all kinds."

"The experiment of simply re-publishing print content has been run and the economics are not attractive," said Roger McNamee, co-founder of Elevation Partners and chairman of the board of Wordnik. "With Smartwords, publishers and e-reader device manufacturers will be able to leverage new and differentiated digital applications in ways that consumers will value."

ABOUT SMARTWORDS

Smartwords will enable access to all forms of digital content using words as connectors. It benefits publishers and consumers alike by facilitating better, more personalized discovery of digital content. An open standard, Smartwords gives publishers, application developers and device manufacturers a lightweight, easy-to-use method for adding and sharing word data across the entire ecosystem of digital text, making digital content more compelling and valuable. Learn more at <http://smartwords.wordnik.com>.

ABOUT WORDNIK

Wordnik's mission is to gather as much information as possible about as many words as possible and to share that information with as many people as possible. The company has the most complete map of the English language, and information for more than nine million English words. Founded by Erin McKean, the former editor in chief of The New Oxford American Dictionary, Wordnik's team includes experts in search engine architecture, social networking, computational linguistics and library science. Wordnik is a privately held company funded by Baseline, Floodgate, Mohr Davidow Ventures, Radar Partners, Roger McNamee and SV Angles, with headquarters in San Mateo, CA. For more information visit <http://www.wordnik.com>, follow us on Twitter (<http://twitter.com/Wordnik>), or email feedback@wordnik.com.

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