

Los Angeles Times Uses Netvibes to Provide Easy Access to RSS Feeds
Distributes Rich Media Content to Millions of Readers on Netvibes Ecosystem

San Francisco, CA – March 26, 2007 — Netvibes, the pioneer in super-personalized homepages, today announced a venture with the Los Angeles Times Media Group to offer its millions of readers easy access to RSS feeds and solidify the Netvibes Ecosystem's position as the Web's leading collection of widgets, podcasts, event calendars and media feeds.

Starting today, the Los Angeles Times will include "Add to Netvibes" buttons on latimes.com, allowing users to easily add the site's RSS feeds to their personal Netvibes page with a single click.

"We've partnered with one of the world's largest media publishers to place rich media feeds into the hands of all types of readers, not just the early adopters of RSS," said Netvibes Founder and CEO Tariq Krim. "Netvibes makes it easy for discerning audiences to pick the best from the rest, and control exactly how they would like to have the Web delivered to them."

The Los Angeles Times will distribute its distinctive, award-winning editorial content from latimes.com, including its new Travel offering, entertainment awards site, theenvelope.com, and IMAGE for the latest in style and self-presentation. Netvibes will publish the Los Angeles Times' 89 RSS feeds on the Netvibes Ecosystem, providing users with the same one-click process for adding the publishers' feeds.

"Netvibes makes it easy to organize information and access valuable tools on the web, and we are thrilled to be working with them to distribute our content in new ways," said Jason Oberfest, Managing Director of Product Strategy for Los Angeles Times Interactive. "Aligning with industry leaders such as Netvibes enhances The Times overall ability to offer our audience the news and information they desire along with robust personal utility."

This initiative is one of the many ways in which today's leading media giants are expanding their presence online and ensuring that their popular brands and award-winning editorial content reaches a broader group of readers.

Last week, Netvibes launched a new version of its product, Coriander Edition, which features a powerful multimedia Netvibes Reader that makes it easy for anyone to get started with RSS. Coriander includes instant sharing and mobile capabilities (beta) to provide for even richer and more exciting media experience for its nearly 10M users worldwide.

About Netvibes

Netvibes pioneered the super-personalized homepage, an alternative to traditional Web portals. With users in more than 150 countries, Netvibes lets individuals assemble all in one place their favorite websites, blogs, email accounts, social networks, search engines, instant messengers, photos, videos, podcasts, widgets, and anything else they use on the Web. Founded in 2005 by Tariq Krim, Netvibes (<http://www.netvibes.com>) has offices in Paris, London and San Francisco. Media contact: Vincent Chang, 415.977.1911, vincent@antennagroup.com

About the Los Angeles Times

The Los Angeles Times is the largest metropolitan daily newspaper in the country, with a daily readership of nearly 2.2 million and 3.3 million on Sunday. The Los Angeles Times and its media businesses - including latimes.com, The Envelope/theenvelope.com, Times Community Newspapers, Recycler Classifieds, Hoy, and California Community News - reach approximately 8.1 million or 62% of all adults in the Southern California marketplace every week.. The Los Angeles Times, has been covering Southern California for over 125 years and is part of Tribune Company (NYSE: TRB), one of the country's leading media companies with businesses in publishing, the Internet and broadcasting. Additional information about the Los Angeles Times is available at www.latimes.com/mediacenter.

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