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You be the Editor: What Would be on the Cover of Your Magazine?

Genieo, Winner of About.com 2011 Readers' Choice Award, Releases Update to Enable Users to Create and Publish Personalized Magazines with Their Friends

HERZLIYA, Israel—March 15, 2011—Genieo today announced an update to its free personalized web service that enables users to share their unique Genieo home page experience with their friends. The update is designed to look like a stylish magazine, tailored to individual's news preference. The magazine contains articles, social posts and media items which match the daily user's interest. Genieo users can then change the cover page picture as if they were the editor of their own magazine before publishing their custom magazine with their friends on Facebook and Twitter.

This enhancement comes on the heels of Genieo being named the winner in the Best Productivity Site category in [About.com 2011 Readers' Choice Award](#). Now in its fourth year, the About.com Readers' Choice Awards honor the best products, features and services across more than a dozen categories, ranging from technology to hobbies to parenting and more, as selected by its readers.

Genieo was originally launched in 2010, and learns user's interests through online behavior and then combs social and news feeds for what is relevant to them at any moment, such as blog posts, videos, articles, Facebook status updates, tweets, Quora topics and breaking news. Genieo is now available for use on PC and Mac and also can be viewed on iPad, iPhone and Android.

“Everyone from Facebook to Apple to Pandora is looking to make the user experience more personal. At Genieo, we think consumer's homepages should go a step further and really act as the landing page for everything they would want to consume on the web,” said Sol Tzvi, CEO and Co-founder of Genieo. “Our micro-behavioral technology is able to analyze user's online behavior to determine what it is that users want on the web. It's almost like having a personal assistant who anticipates your needs.”

Tzvi developed Genieo after realizing that she spent thousands of hours with her laptop but no mechanism to capture the online destinations and information she discovered. Genieo is the ideal tool for busy consumers suffering from information overload and social update “fatigue.” Without any change in browsing behavior, Genieo helps users recapture some free time by identifying individual user's unique interests and delivering content that align with each individual's interests. It also automatically and continuously adapts to any changes in topics of interest over time in a way that is seamless to the user. And because the Genieo application is stored locally, the application is able to ensure the most stringent privacy. For more information or to download Genieo, please visit www.genieo.com.

About Genieo Innovation Ltd

Genieo Innovation is the developer of a unique personalization experience that leans on Genieo's new proprietary technology. Its first product, Genieo, is a free personalized newspaper style homepage. Genieo is available to partners; white-labeled and reflecting both users' interests and the partner's brand. Genieo's partners receive significant monetization options and increased website stickiness, and additional revenues from search and targeted ads. Genieo learns interests through user's online browsing behaviors, and then delivers a personalized homepage populated with content each individual cares about. Unlike services that require people to set preferences and manage inputs, Genieo users discover and enjoy a rich experience immediately following a one-time, one-click download, without requiring explicit intervention or customization. The Genieo application is stored locally; therefore all personalization is performed on each individual's device, ensuring the most stringent privacy. In addition, Genieo filters web noise, bringing users, in the words of PC World Magazine, "a newsy home page with content you'll actually want to see." Users who download Genieo are more productive as it zeros in on the news and social updates that are relevant to their interests, from the sources they prefer most. Genieo's personalization service works on PC, Mac or mobile devices. Founded in 2008, Genieo is a privately backed company headquartered in Herzliya, Israel.