

CustomScoop

The news you need. When you need it.

CustomScoop is a leader in the online news clipping industry that supplies organizations with market intelligence through a daily, customized news briefing. Our proprietary technology reviews news sites around the globe to gather the latest information 24 hours a day, 7 days a week and deliver it to your PC. Our pre-screened database of over 6,000 online news outlets includes the major wires & daily papers, TV & radio stations, daily & weekly newspapers, magazines, trade journals, and new media publications.



Make better decisions with CustomScoop market intelligence.

CustomScoop gives you the winning edge in today's information driven world. Whether you are a Fortune 100 Corporation, Small Business, Public Relations Firm, Research Organization, Government Agency or a Non-Profit, CustomScoop will deliver you the information you need to make critical business decisions and stay ahead of your competition.

Fast Delivery – We deliver the news you need, when you need it. Find out what the media says about you and your competitors within hours - or even minutes - of when it first appears online.

Morning News – Each morning you'll receive an email summary of clips for the last 24 hours and a reminder to log in to your personalized, password-protected account.

Best Sources – Our news outlets includes the major wires and daily papers, as well as TV, radio, weekly newspapers, magazines, trade journals, and new media publications.

Adding Sources - We are continuously adding additional news sources as they go online and we can quickly add online news sources and trade publications at the request of our customers.

Targeted Solutions – We offer a variety of news clip packages - Express, National, and Global. We can tailor the right package for every client's needs.

Custom Solutions – For larger organizations, we create multiple user packages to meet their specific needs.

Save Money - There are no per-clip charges, just a low monthly rate.

"CustomScoop's real value is that it quickly delivers the stories I really want, saving me time and money."

— **Bob Rendine**, Senior Vice President
American Stock Exchange

Real-World Applications

Tracking News Coverage

We supply your organization with a daily, customized news briefing on the keywords that you choose to ensure that you don't miss a story.

Competitive Intelligence

We provide an early warning system for new opportunities and new threats. Learn about the company that has entered your marketplace or has launched a new product.

Growing Your Business

We track news on important prospects and customers to provide vital information to the sales team to help close additional sales and maintain customer relationships.

Corporate Communications

We effectively and efficiently track the impact of corporate communications, public relations, investor relations and sales & marketing campaigns.

Corporate Finance

We provide a powerful safeguard in monitoring the Internet for any misleading or fraudulent statements being made about your company.

How it Works

CustomScoop's proprietary search technology provides more flexibility and accuracy than any other online news clipping service. Because CustomScoop developed its technology from the ground up, it can more easily integrate new feature requests from clients.

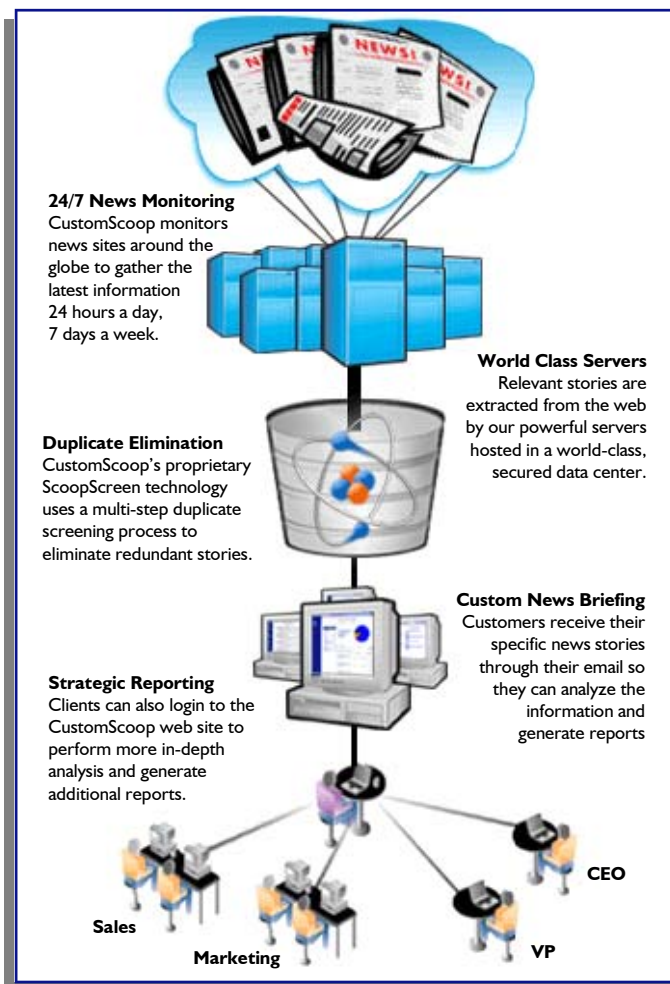
Not Another Web Search Engine. Unlike a typical web search engine, CustomScoop was designed specifically to monitor news stories from online newspapers, magazines, and broadcast media outlets. This enables it to make distinctions that would be lost on a standard search engine – like identifying sports stories, editorials, or obituaries as different from other news stories.

Duplicate Elimination. Typical online news clipping services tend to over-deliver duplicate news stories for many clients. CustomScoop's proprietary technology implements a multi-step duplicate screening feature. This technology eliminates virtually every duplicate story from the same publication.

Filter Syndicated Content. CustomScoop goes a step farther to offer its clients a choice – if they wish to eliminate multiple copies of wire stories across multiple sources, they can do so. CustomScoop recognizes that some clients will want to see where every story appeared, while others just want to know that it ran on the wire and don't want to be inundated with hundreds of copies of the same story. *At CustomScoop, it is the customer's choice.*

Advanced Search Concepts. CustomScoop integrated advanced search concepts (like finding words "NEAR" each other in a story or clipping only stories that mention a keyword AT LEAST" 2 – or more – times to weed out stories that have only passing references to a target).

Specialized Data Gathering. CustomScoop also recognizes the importance of additional pieces of data for public affairs professionals. As part of that recognition, CustomScoop identifies bylines for many articles and includes print circulation figures for most newspapers.

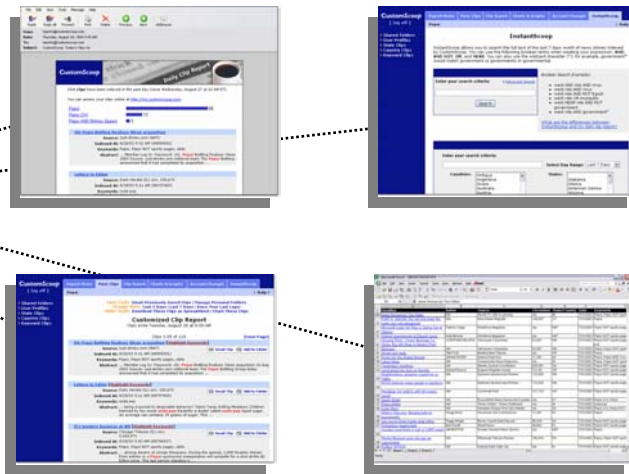


searching more than
6,000 online sources
 from **107** countries
 in **18** different languages

<p>Ease of Use. Easy to use interface, duplicate filtering, Email Address book</p>	<p>Power. Standard and Extended Boolean Searches, Complex Searches</p>	<p>Speed. Instant EmailAlerts of Urgent News, Instant Searching of Past News</p>	<p>Flexibility. Customizable User Profiles, Subscription based on coverage</p>	<p>Reporting. On-Demand Charts & Graphs, Spreadsheet Reports</p>
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Product Features

CustomScoop features were designed to be both easy to use and extremely powerful. CustomScoop was created out of a desire to have a product that integrated with the way professionals do their jobs. We developed the technology to enable CustomScoop to deliver the news when people needed it and then give them the ability to analyze and distribute the information to their colleagues. Over the years we have continued to refine the applications, and by working with our customers, incorporating their feedback, and using the most cutting-edge technology available, we have evolved our solution into today's leading application for online news clipping.



Daily Email	Receive a daily email summarizing the clips you have received during the previous 24 hours.
Email Clips	Email clips individually or as a group, quickly and easily.
Instant Scoop	This powerful feature allows you to search the full text of the last 7 days worth of news stories.
Monthly Report	Receive a monthly Microsoft Excel spreadsheet showing all of the clips indexed in your account.
View Clips	Display your clips by date, by state, by keyword, by publication type, or by publication name.
Clip Search	Search your full database of clips to find specific stories that contain your keywords.
Charts & Graphs	Create charts and graphs at any time based on keywords, sources or states.
Delete Clips	Send irrelevant clips to your Clip Wastebasket.
User Folders	Organize clip summaries into user-defined folders for quick and easy access.
User Profiles	Personalize subsets of data to be displayed to individual users.
Report Homepage	A graphical representation of your news sources with drill down capability.
Account Changes	Edit your user preferences to maximize your control over your account.

Compare Products

Feature	Express	National	Global
Online News Sources	4,500+	4,500+	6,000+
Keywords	Up to 15	Unlimited	Unlimited
No Per-Clip Charges	X	X	X
Spreadsheets on Demand	X	X	X
Charts & Graphs on Demand	X	X	X
Personal Folders	X	X	X
Data Drill-Down	X	X	X
Search by Page Type	X	X	X
Personalized Customer Care	X	X	X
Instant Alerts		X	X
Customized Publications		X	X
User Profiles Allowed		X	X
Multi-User Accounts Permitted		X	X
Monthly Spreadsheets		X	X
Clip Search		X	X
InstantScoop		X	X
International Sources			X
Maximum Chart Time Period	14 days	60 days	60 days

CustomScoop Express \$299 per month

Search the web site of every U.S. newspaper, magazine, network news outlet, cable news network, and Internet-only publication in our database. Limited number of keywords and basic reporting tools.

CustomScoop National \$499 per month

Search the web site of every U.S. newspaper, magazine, network news outlet, cable news network, and Internet-only publication in our database. Unlimited number of keywords and powerful reporting tools, Instant Alerts, Monthly Spreadsheets, Instant Scoop & more!

CustomScoop Global \$699 per month

Search the web site of every newspaper, magazine, network news outlet, cable news network, and Internet-only publication in our database - including more than 107 countries. Unlimited keywords and powerful reporting tools, Instant Alerts, Monthly Spreadsheets Instant Scoop & more!

Free 14-Day Trial Available!

CustomScoop offers a free 14-day trial to prospective clients to test drive the system before buying. Free trial subscribers have access to all of the features of the system and get the same high-quality service and clips they will receive when they become a regular subscriber. Our trained search specialists help to get just the clips they want – then organize them in the most effective manner possible. In addition, each user will receive a one-on-one tutorial to assist them in getting the most out of their CustomScoop free trial. You can sign-up for a free trial through the CustomScoop web site (www.customscoop.com) or by calling 1-800-538-6420.

For More Information

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