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Free Range Content Unveils New Monetization Features for Repost.Us, the Instant Syndication Platform

Bloggers and Small Publishers
Earn Gift Certificates June 21 – July 31 For Installing & Using Repost.Us

SAN FRANCISCO, June 21, 2011 –Free Range Content today announced new features and functionality for Repost.Us, the first instant syndication platform that makes articles and stories embeddable (just like video). Publishers and content creators deploy Repost.Us to instantly monetize their digital work, automate online syndication and find new opportunities to increase their reach and revenue. Repost.Us manages the entire content syndication process – from formatting content for the syndication site and advertising delivery to direct payments and tracking impressions. Since its launch in March, Repost.Us has already generated an average 42% increase in page views for originating publishers.

Increasing attention with new capabilities
Repost.Us is introducing a new monetization model through Amazon Payments that establishes tiered pricing for the syndication of content and rolling out a new WordPress plugin that makes adding Repost.Us to self-hosted WordPress sites even easier.

New Payment Options
- Allows customers to purchase single articles for as little as $1.00 - unlike most syndication deals which require a package or subscription to be purchased.
- Accepts all major credit cards, debit cards, bank transfers and Amazon account transfers.
- Gives customers a seamless, intuitive experience during the payment process.
- Offers full technical support for both publishers and customers (syndicators).

Publishers and bloggers can now choose pricing based on impression or page-view limits or simply set a flat fee for syndication. Existing monetization models include network advertisements served by Repost.Us as well as a publisher's advertisement inventory served with syndicated content. Publishers may also choose free distribution to improve their reach.

New WordPress Plugin
- Delivers site owners more flexibility over which content can and cannot be syndicated.
- Makes adding by-lines to Repost.Us-enabled content extremely easy to do.
- Simplifies installation with plug 'n' play components.
- Makes it easy to select the choice and location of Repost.Us buttons.

During the host setup, publishers can simply click the "Install our WordPress plugin" link, which provides the API key required for the Repost.Us settings page. Once the API key is obtained, publishers only need to download the plug-in and follow the simple installation instructions.

"I love Repost.Us. We were looking for a good way to quickly repost top articles from other sites in our network and thought we'd have to build our own program. Then, we ran across Repost.Us and have found it to be exactly what we were looking for," said Zachary Shahan, Director of CleanTechnica & Planetsave and Co-Director of EcoLocalizer (Important Media Network). "It is super simple to use, does exactly what we want it to do and does so in an attractive and professional way. The responsiveness of the team at Repost.Us whenever we've had a question has been excellent as well. "

"By removing the human element from managing syndication rights and monetization, Repost.Us extends the reach and revenue of original content and ensures the integrity and proper attribution of online assets," commented John Pettitt, founder and CEO, Repost.Us. "Original content never lives on a syndicator's website. Repost.Us loads content directly from the origination site into the reader's browser ensuring that the original publisher remains the primary search destination."

Incentive program: ThinkGeek Gift Certificates
Free Range Content, Inc. is offering an incentive for bloggers and small publishers to install Repost.Us on their sites and make their content available for syndication.

From June 21st through July 31st, every blogger or publisher who installs Repost.Us on their site and keeps it operational for a minimum of 30 days will receive a $10 gift certificate to ThinkGeek, the online store that serves those who are passionate about technology and the Internet.

Free Range Content, Inc. will hold a drawing for a $500 gift certificate to ThinkGeek on September 30, 2011, which will be awarded to a randomly selected Repost.Us-enabled site.

About Free Range Content
Founded in January of 2010, **Free Range Content, Inc.**, Inc. creates products and services that maximize the reach and revenue of digital content. In addition to the

[Repost.Us](#) beta platform, Free Range Content also established [Curate.Us](#), which allows users to create visually compelling clips and quotes of web content that are easily embedded in blog posts, email, forums and websites.

Free Range Content is led by CEO [John Pettitt](#), founder of [Cybersource](#) and the original Beyond.com. The team has a cumulative 70 years of engineering and 60 years of content creation and publishing experience. For more information, visit [www.freerangecontent.com](#).

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