

NSC and AideRSS Deliver Innovative Mobile News Solution

Groundbreaking mobile software provides fast and easy access to news, podcasts and weather information

Aurora, Ontario --- July 17th, 2008 --- NSC today introduced FetchIt 1.2, a free news reader and media player for Microsoft Windows Mobile Pocket PC and Smartphone devices. FetchIt is blazing fast, easy to use, and features an elegant user interface that is designed to help mobile users access and share news, podcasts and weather information.

The latest version of FetchIt includes AideRSS's PostRank™ technology, which streamlines navigation and helps users save time by finding the most interesting news stories.

"FetchIt is the most powerful, innovative and easy to use mobile news reader available," said Jeff Preston, NSC's CEO. "We are redefining the way people find and digest information on their mobile devices."

The incredible performance of FetchIt, combined with its easy-to-read user interface and super-threaded design, lets users download RSS feeds, listen to podcasts, view weather forecasts and read news all at the same time. FetchIt includes innovative features like the Speed Reader, Real-time Search and Channel Radar that simplify navigation and help users find and read news faster with improved comprehension.

FetchIt is also the first mobile software application to include AideRSS's PostRank technology that lets users personalize and visualize their news. PostRank filters news feeds and ranks each story, helping users find the most relevant information, and dramatically reduces the bandwidth and storage requirements of the application, which can save users time and money.

"We were extremely excited to work with FetchIt and integrate PostRank with the latest release," said Ilya Grigorik, CTO of AideRSS. "Users are going to quickly realize how powerful a mobile news reader it is, and how they can enhance the experience further with PostRank".

Pricing & Availability

FetchIt 1.2 is available immediately as a free download at www.nsctech.com for all Microsoft Windows Mobile 5 & 6 Pocket PC and Smartphone devices. The software requires a minimum of 16 megabytes (MB) of RAM, 4 MB of storage space and a network connection. Existing users will receive updates seamlessly through FetchIt's Software Update feature, which automatically checks for updates.

About NSC

Established in 1997, NSC builds award-winning communications and data management solutions for Microsoft Windows Mobile devices. NSC, a Microsoft Embedded Gold Partner, is committed to bringing the best mobile computing experience to consumer and enterprise users around the world through its innovative software offerings. Headquarters are located in Aurora, Canada. For more information, visit www.nsctech.com.

About AideRSS, Inc.

Founded in January 2007 in Waterloo, Ontario, Canada, AideRSS focuses on delivering productivity and information management tools that deal with information overload and help users find and "Read What Matters™". Like a newspaper editor who picks the relevant stories off the newswire services, AideRSS analyzes all of the stories in an RSS stream, assigns a score based on social engagement, and delivers only the most relevant stories to a reader's inbox based on their chosen filtering level. For more information, visit www.aiderss.com and www.postrank.com.

Press Contacts

C. Dewhurst
NSC
sales@nsctech.com

Melanie Baker
AideRSS, Inc.
519-514-0064
melanie@aiderss.com