

THE HUFFINGTON POST LAUNCHES A TWITTER EDITION

HuffPost Twitter Edition (Beta) Combines Breaking Tweets With Site's Signature Blend Of Real-Time News and Analysis

All Sections of "The Internet Newspaper" Now Offer Twitter Versions;
Front Page Twitter Edition Goes Live Soon

New York, NY -- April 8, 2010 -- *The Huffington Post* ("*HuffPost*"), a leading social news and opinion site, announced today the launch of a Twitter edition of the site, *HuffPost's* latest integration of social media. *The Huffington Post Twitter Edition* incorporates the news value of breaking tweets into *HuffPost's* signature combination of real-time news and analysis. *HuffPost's* 19 sections now have their own Twitter versions with each following a selected group of notable tweeters. A *HuffPost* front page Twitter edition launches soon. *HuffPost* has seen continued significant growth this year; per web metrics firm comScore, the site has seen year-over-year traffic growth of 192%, with comScore Direct measuring the number of monthly unique visitors at 24 million.

"We are always looking for new and innovative ways to deliver great content to our readers. And since more and more of them are using Twitter to get their news and share the news that touches them, a Twitter edition is a natural next step for *HuffPost*," said Arianna Huffington, co-founder and editor-in-chief of *The Huffington Post*. "The speed and immediacy of Twitter's constantly-refreshing feeds is a perfect fit with our blend of real-time news, opinion, and community. Our Twitter editions are a great tool for those already using Twitter -- and a great introduction to what Twitter has to offer for those who aren't."

Huffington Post editors use open and proprietary tools to scour Twitter and hand-curate the best Twitter accounts for their specific sections. *The Huffington Post Twitter Edition* highlights the most popular *HuffPost* stories and blog posts on Twitter, and features tweets by *HuffPost* bloggers and editors.

Said Eric Hippeau, CEO of *The Huffington Post*: "We at *HuffPost* love Twitter, and we've been among the first news sites to leverage its power. By creating a Twitter edition of *HuffPost*, we're seeking to give our engaged audience another exciting way to follow the news in real-time. Our goal is to build a destination for users to unlock all that's happening on Twitter in the areas of most interest to them."

Said Kenneth Lerer, Chairman of *The Huffington Post*: "Twitter is changing the way people search for information and get and share news -- it's here to stay and will become an even bigger part of the web's ecosystem. *The Huffington Post Twitter Edition* is created for Twitter users of today as well as those of tomorrow. *The HuffPost Twitter Edition* is the latest example of how *HuffPost* aims to lead the way in using technological innovations and social media tools in shaping how online users consume and engage with news."

The HuffPost Twitter Edition enables users of Twitter to re-tweet directly from the site, and Twitter users are able to follow new tweeters with one-click. Twitter users see their own Twitter feeds on *HuffPost Twitter Edition* pages.

The HuffPost Twitter Edition continues the site's commitment to social networking and social content. In August, *HuffPost* launched *HuffPost Social News* to connect *HuffPost* users with their Facebook friends, the news they are reading and the stories they are commenting on. Since then, *HuffPost Social News* has expanded to include Twitter, Yahoo! and Google Buzz.

About *The Huffington Post*:

The Huffington Post (www.huffingtonpost.com) is a leading news and opinion site which in four and a half years has become an influential media brand -- "The Internet Newspaper." The site offers coverage of politics, media, business, entertainment, living, style, sustainable "green" living, world news, technology, nonprofits, college life, and comedy, and is a top destination for news, blogs and original content. *The Huffington Post* ("*HuffPost*") has over 30 million unique visitors per month (source: Google Analytics) and is the most-linked-to blog on the Internet, per Technorati. In 2008, the site launched its first local version, *HuffPost Chicago*; *HuffPost New York*, *HuffPost Denver* and *HuffPost LA* launched in 2009. *The Huffington Post* has an active community, with two million comments made on the site each month. *HuffPost* has over 3,000 bloggers -- from politicians and celebrities to academics and policy experts -- who contribute in real-time on a wide-range of topics making news today. Among those who have blogged on *HuffPost* are Barack Obama, Hillary Clinton, Larry David, Nora Ephron, Larry Page, Madeleine Albright, Robert Redford, Neil Young, Rahm Emanuel, Albert Brooks, Mia Farrow, Russ Feingold, Al Franken, Ari Emanuel, Gary Hart, Edward Kennedy, Harry Shearer, John Kerry, Bill Maher, Nancy Pelosi, Madonna, Jamie Lee Curtis, Ryan Reynolds, Craig Newmark, Alec Baldwin, Donna Karan, Kenneth Cole and Donatella Versace. A comprehensive list of the contributors to *The Huffington Post* can be found in its blogger index: <http://www.huffingtonpost.com/theblog/index/>.

Contact:

Mario Ruiz
VP, Media Relations
The Huffington Post
646-274-2439
mario@huffingtonpost.com