

Trapit Wins 2013 WebAward from the Web Marketing Association

Written by Australian Business

PALO ALTO, CA, September 19, 2013 **/24-7PressRelease/** -- Trapit, Inc., a leading provider of content curation solutions, today announced that the Web Marketing Association has awarded Trapit with a 2013 WebAward. Trapit was honored for its Content Curation Center, which automates the expensive and time-consuming task of discovering, trapping and delivering a consistent stream of relevant, timely and unique content.

Content curation tools are fast becoming the most valuable way for businesses to uncover and share the most relevant and engaging content available for prospects and customers. However, no other content curation solution has the rich history and power of the Content Curation Center. It was created from advanced Artificial Intelligence and Machine Learning technology developed for the Defense Advanced Research Projects Agency (DARPA) by SRI, the same project from which Apple's Siri was derived. Trapit enables users to: discover quality content from a library of more than 100,000 carefully vetted public Internet sources of original content; trap content that is relevant to the user; and deliver the content to the user's audience through their channel of choice.

"Uncovering quality content today is an increasing challenge for users who need to cut through a massive amount of clutter online," said Gary Griffiths, Trapit's CEO and co-founder. "Our Content Curation Center allows users to find the hidden gems of the Web that haven't been shared or posted thousands of times before. We are extremely pleased to be recognized by the Web Marketing Association in this year's WebAwards, and are proud to provide an innovative, powerful technology that discovers, traps and delivers unique and relevant content."

The WebAward Competition is the longest running annual website award competition dedicated to naming the best websites in 96 industries, while setting the standard of excellence for all website development. Produced by the Web Marketing Association, the competition is in its 17th year and is judged by a team of independent Internet professionals including members of the media, advertising executives, site designers, creative directors, corporate marketing executives, content providers and webmasters.

About Trapit, Inc.

Trapit, Inc. is raising the bar when it comes to discovering, trapping and delivering premium, relevant content to business audiences. By providing marketers content from over 100,000 hand-picked, expert-vetted sources, Trapit lifts brands above the chatter and empowers companies to build thought leadership, start conversations and cultivate relationships that drive business and position clients as trusted leaders in their field. Since the Trapit Publisher Suite was launched in April 2013, media companies serving more than 100M consumers/month are

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using Trapit's curation services. The company is headquartered in Palo Alto, Calif. For more information, visit <http://www.trap.it>.

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