

# newsworthy trends

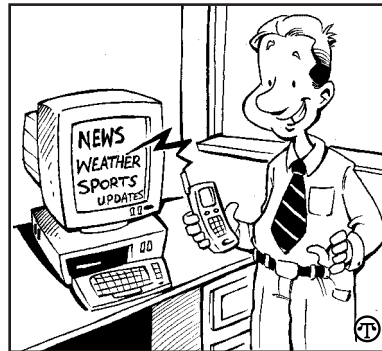
## Survey Says Americans In An Information Frenzy

(NAPSA)—According to a recent survey, Americans crave information, even at the most bizarre times. The survey, which polled 1,016 Americans, found that people want all kinds of information, from receiving financial news on the way to work to receiving weather updates while sharing an intimate moment.

According to the Infogate Information Overload Survey, weather information has fanatical followers who want updates even while sleeping (36 percent) and while sharing an intimate moment (12 percent). When it comes to sports, hometown fans are hardcore, wanting sports news while dining with friends (41 percent), and even at a religious event (8 percent). In addition, some Americans interested in personal finance want information on the way to work (63 percent) while others would prefer it on vacation (39 percent) or during business meetings (37 percent).

Infogate, a provider of up-to-the-minute customized news and personalized alerts delivered to the desktop or wireless devices, conducted the survey. Based on the individual users' personal preferences, Infogate delivers streaming news and alerts related to stocks, weather, current events, business, entertainment and more.

"We live in a society where people are bombarded with information, and attention has become



**A customized news delivery service has expanded its reach to include wireless devices.**

our most precious commodity," said Cliff Boro, Executive Chairman, Infogate.

The company recently introduced a new version of its product, Infogate, a free alerting service offering the delivery of prioritized news, data and messages via the Internet. Infogate, which has more than 1.5 million registered users, now has the ability to deliver news from desktop computers to wireless devices.

Infogate uses "find-me-follow-me" technology to let users have their priority alerts—such as weather, sports updates and breaking financial news—forwarded to wireless devices, including cell phones and pagers, if they do not respond to the desktop alert.

To download Infogate or to learn more, visit the Web site at [www.infogate.com](http://www.infogate.com).