

## Short Version

Montreal – 17<sup>th</sup> September 2007

### Computer users worldwide are offered "Entertainment While You Wait" with Popuload feed reader.

Popuload is a free RSS reader with a difference: it appears and disappears alongside your computer's loading bar. With Popuload, while waiting to download, copy and print files, you can read the latest news, sports result, celebrity gossip or the news feed of your choice.

Additionally, if users see a piece of information that is of particular interest to them, they can click on it to take them to the full article online.

Now when you are waiting to download that file or movie, you can browse leisurely through news snippets to keep you both informed and entertained with the latest information.

Popuload is free. Go to [www.popuload.com](http://www.popuload.com)

## Full Press Release

Montreal – 17<sup>th</sup> September 2007

### Computer users worldwide are offered "Entertainment While You Wait" with *Popuload* feed reader

When RSS feeds started to become more commonly used, the pioneers behind *Popuload* saw this technology as an opportunity to provide instant entertainment to computer users. Says its founder Mr. Alex Furness from his Montreal office, "We saw an unexplored platform and figured we could give users what they really wanted – entertainment while you wait." The result is that the pioneers behind *Popuload* have taken the instant information capabilities of RSS and have created a software solution for anyone who has ever been bored while waiting for the tedious loading bar.

For the layman, an RSS feed is a page on the Internet that gets updated with up-to-the minute information which can then be viewed through an RSS feed reader, such as *Popuload*. When a new piece of information is posted on an RSS feed on the Internet, the reader keeps track of the changes and delivers them to you. Since the technology provides up-to-the-minute content, it saves time browsing the ever-expanding network of news sites on the World Wide Web.

*Popuload* is a free RSS reader with a difference: it appears and disappears alongside your computer's loading bar. The innovative idea is that computer users will never sit there bored waiting for their computer to perform tedious functions. While waiting to download, copy and print files, with *Popuload*, you can read the latest news, sports result, celebrity gossip or the news feed of your choice. Indeed, the choice of feeds is vast; from news to entertainment, *Popuload* offers an expansive range of top quality news feeds. Additionally, if users see a piece of information that is of particular interest to them, they can simply click on it to take them instantly to the full article online. Now when you are waiting to download that file or movie, you can browse leisurely through the news snippets to keep you both informed and entertained with the latest information.

The main difference between *Popuload* and other feed readers is that *Popuload* loads automatically with your computer's loading bar. It is also designed so that it can be accessed at any time. In addition, rather than the common method of displaying news feeds in a list, *Popuload* allows users to interactively browse news items individually through its streamlined, compact window. This feature eliminates the frustration of being confronted with too many feeds at once. Best of all, *Popuload* is free, and very easy to use. All these features, when taken together, are what makes *Popuload* truly innovative. Entertainment while you wait has never looked better.

For more information on this new, free product, or if you wish to download *Popuload*, visit [www.popuload.com](http://www.popuload.com)