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Edgelings.com Launches as New Online Media Portal---

Veteran Tech and Media Executives Partner with Pajamas Media

Group of veteran Silicon Valley tech and media executives launch technology news website, Edgelings.com, in partnership with Pajamas Media

/24-7PressRelease/ - SAN JOSE, CA, July 17, 2008 - A team of veteran Silicon Valley journalists and executives has launched a new Web-based news portal designed to become the home page of record for global readers interested in all aspects of technology news.

Edgelings.com is designed to fill the vacuum left by the collapse of high tech industry coverage in daily newspapers and mainstream magazine, and by the retreat of trade magazines from general readers to ever-more narrow niche audiences. In the process, Edgelings is also pioneering a new relationship with journalists that will give them a financial stake in the success of their stories measured by readership and traffic impact.

"Our goal," says Tom Hayes, Edgelings publisher, "is to create a new place between the gadget geeks and the gossip mongers where anyone interested in technology can get a fast daily briefing on the important issues and trends of the day."

Edgelings offers a mix of original reporting and editorials along with links and commentaries on stories breaking through the mainstream media and blogosphere. The long-term goal of the site is to give a center of gravity to full- and part-time reporters and special sections dedicated to all aspects of high tech life and culture.

"Ultimately, we intend to be the home of the most original technology and business writers in the world," says Mike Malone, Edgelings editor-in-chief. "We believe it is possible to have great reporting and great writing; and knowledgeable coverage of tech that is readable by the non-tech audience."

"To get that kind of quality, we intend to enter into partnership with the best writers and bloggers in tech, and enable them have a financial stake in Edgelings' success. That means helping drive traffic to their sites, rewarding them for readership, and paying them commensurate with the traffic they generate."

Edgelings enjoys a strategic partnership with Pajamas Media (PJM), one of the world's most popular political blog portals. PJM will offer permanent links to Edgelings, as well as regularly carry Edgelings features, to make visits to the new site easy for its millions of readers.

Edgelings has also developed a powerful editorial advisory board led by Rich Karlgaard, Publisher of Forbes.

Edgelings is the creation of three veteran high tech figures:

* Robert A. Grove is an award-winning investigative reporter and television producer, who helped create everything from MTV to tech's first news show, PBS's "Silicon Valley Report." Grove has been an editor at ZDTV and CNET, as well as served as multi-media editor of Forbes ASAP. As co-producer (with Michael Malone) of the PBS miniseries "The New Heroes," Grove won a Cine Golden Eagle Award.

* Tom Hayes is a former vice-president at Applied Materials, and senior executive at Hewlett-Packard and telecom software pioneer, Enea Inc. He was also the founding chairman and CEO of Joint Venture Silicon Valley and the author of the new book Jump Point: How Network Culture is Revolutionizing Business (McGraw-Hill). Hayes also organized the Internet's first mass event in 1996, the Webstock festival.

* Michael S. Malone is the dean of high tech reporting in Silicon Valley. He is the author or co-author of more than a dozen books, and has been a reporter for the San Jose Mercury-News, a columnist for the New York Times and (currently) a columnist for ABCNews.com. He was editor of Forbes ASAP, and the host of four PBS series. His most recent book, Bill & Dave, was named Best Business Biography of 2007 by 800-ceo-READ.

About Edgelings media

Edgelings.com is a technology news and lifestyle site.

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