

## **PRESS RELEASE: CricketFresh.in – India’s first Twitter-powered Cricket Website Launched**

FOR IMMEDIATE RELEASE

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*CricketFresh.in, for the first time in India, uses Twitter to bring top-quality content to cricket fans. Unlike traditional cricket websites, CricketFresh.in tracks keywords in Twitter messages and gathers links to popular news articles and blogs. By including only the most popular links, CricketFresh.in ensures that the content on its site is compelling and free of spam.*

**Mumbai, India** – Imagine the use of Internet before the advent of Social Media. Sports journalists used to cover cricket matches, news and events and report it on websites. Cricket fans themselves had no control on what got covered by these websites.

Fast-forward to 2010. Thousands of cricket fans have embraced Twitter and show their approval of news pieces by posting links and quotes on Twitter. The newsmakers have adopted Twitter too. Cricketers, journalists and celebrities have all found a voice in Twitter. International cricketers such as Sachin Tendulkar, Shane Warne, Graeme Smith and Kevin Peitersen, to name a few, use Twitter to express their opinion. Cricket personalities such as Harsha Bogle, Vijay Mallya and Priety Zinta use Twitter to communicate with their followers. Twitter is used by events such as IPL and the more recent Champions League T20 to create a buzz and publicity.

There is a large amount of quality information churned out by Twitter and users shape emerging news by posting links which they approve of. And yet, there is not a single website that brings this new kind of information to cricket fans. CricketFresh.in addresses this gap. Cricket fans can not only view popular articles from traditional Internet sources but also catch-up on the views of cricket celebs on Twitter.

The high-quality content is a result of several technical innovations. Every time someone makes a post about cricket on Twitter, the system tracks the message and accounts for their vote. The most popular news articles make it to the front-page. CricketFresh.in’s database of Twitter messages indicates that the percentage of spam or unwanted links is about 40%. CricketFresh.in has devised algorithms that remove spam and ensure that users get the best content.

Visit CricketFresh.in at <http://cricketfresh.in>

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