

A New Year, A New Website for Pittsburgh Magazine

Emeryville, CA -- January 4, 2010 -- *Pittsburgh Magazine* launched its new website on January 4, 2010, after engaging with Godengo late in the fall of last year. Attracted to the Rivista content management system and the online monetization tools contained in the platform, *Pittsburgh Magazine* worked with the Godengo team to build a much more interactive and stylish website to represent its print publication online.

In addition to the print and web-only content on the site, *Pittsburgh* migrated its flat business databases to the interactive Geobase solution included in the Rivista offerings. Their website users are now able to claim their listing, upgrade for a price and update content as often as they would like.

About *Pittsburgh Magazine*

Published by [WeisnerMedia](#). Aimed at the educated, cosmopolitan resident of western Pennsylvania, the award-winning Pittsburgh Magazine focuses on local issues, people, places, events and community affairs. This magazine also spotlights current trends in fashion, sports, entertainment and the arts.

About Godengo

Godengo provides print and web publishers a strong online presence and networked advertising inventory, enabling them to effectively compete online. Godengo's Rivista™ software is designed from the ground up for multiplying traffic volume, search engine optimization and increasing profits at magazine publisher's web sites. Typically, after six months, publications using Rivista™ double or triple their web traffic. At the same time, the Godengo™ Online Ad Network harnesses an affluent, upscale consumer audience representing the premier city & regional and lifestyle publications, providing national reach with deep expertise in local markets.

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