



## HSW International Announces Corporate Name Change to Remark Media

### Remark Media is a Global Digital Media Company Focused on High-Quality Content and Relevant Social Media

ATLANTA, Oct. 11, 2011 (GLOBE NEWSWIRE) -- HSW International, Inc. (Nasdaq:[HSWI](#) - [News](#)), a global digital media company, today announced that the company will change its corporate name to Remark Media, pending shareholder approval. A vote to amend the corporation's charter to change the corporate entity name to Remark Media, Inc. will be conducted at the Annual Meeting of Stockholders to be held in December.

Remark Media is a leader in next-generation digital platforms that combine high-quality content with relevant social media. Spun out from Discovery Communications' HowStuffWorks in 2007, Remark Media owns and operates the international versions of HowStuffWorks in China and Brazil -- the world's largest emerging digital economies. The company is a founding partner of Sharecare, a highly searchable social Q&A healthcare platform organizing and answering the questions of health. Remark Media provided the technology development services to help create a digital platform combining traditional web publishing with social media.

Now, Remark Media is leveraging its experience and expertise to create leading destination websites that offer a dynamic online experience around a given topic with access to relevant content and subject matter experts. The company will launch its first website in the personal finance category. Personal finance represents a significant source of interest for consumers and is an area where they actively seek out and benefit from informational content and advice from financial experts.

The name Remark Media reflects the company's continued dedication to rich content, its commitment to deep social media engagement, and its core belief that uniting remarkable content and remarkable people leads to value-added exchanges of information and enriched connections with others. Since its founding in 2006, the company has strived to provide credible, trusted, high-quality content. In addition to developing an international team of journalists and editors, the Company has entered into content partnerships with leading publishers such as Discovery Communications and World Book Encyclopedia. Now, Remark Media will also create digital gathering places for those seeking to learn, connect and discuss a given topic.

The management of Remark Media consists of executives with significant experience and success in digital media. Chairman and Chief Executive Officer Gregory Swayne has been a pioneer in building leading digital content and internet platforms since the early 1990's, when he co-founded A.D.A.M., a digital medical content provider that was listed on NASDAQ. Mr. Swayne and other members of management have served as executives at HowStuffWorks, a digital content publisher which was sold to Discovery Communications in 2007 for in excess of \$250 million; Web.com, a leading provider of online marketing and media services; and NBC Universal.

Until the Company's new name, Remark Media, is approved at the Annual Meeting of Stockholders, the Company will continue doing business as HSW International.

### About HSW International

HSW International, Inc. (Nasdaq:[HSWI](#) - [News](#)) is a global digital media company focused on developing social media businesses that incorporate relevant, high quality content. The Company's leading brands BoWenWang ([bowenwang.com.cn](#)) and ComoTudoFunciona ([hsw.com.br](#)) provide readers in China and Brazil with thousands of articles about how the world around them works, serving as destinations for credible, easy-to-understand reference information. HSW International is the exclusive digital publisher in China and Brazil for translated content from HowStuffWorks.com, a subsidiary of Discovery Communications, and in China for certain content from World Book. HSW International is also a founding partner and developer of the U.S.-based product Sharecare, a highly searchable social Q&A healthcare platform organizing and answering the questions of health. The Company is headquartered in Atlanta with additional operations in New York, Beijing and Sao Paulo.

### Forward-Looking Statements

This press release contains "forward-looking statements," as defined in Section 27A of the Securities Act of 1993, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements may be in the future tense, and often include words such as "anticipate", "expect", "project", "believe", "plan", "estimate", "intend", "will" and "may". These statements are based on current expectations, but are subject to certain risks and uncertainties, many of which are difficult to

predict and are beyond the control of HSW International. Relevant risks and uncertainties include those referenced in HSW International's filings with the SEC, and include but are not limited to: our losses and potential need to raise capital; successfully developing and launching the Sharecare platform; reliance on third parties such as Sharecare and its other founders and contributors; restrictions on intellectual property under agreements with Sharecare and third parties; challenges inherent in developing an online business; reliance on key personnel; risks of business in foreign countries, notably China and Brazil, including obtaining regulatory approvals and adjusting to changing political and economic policies; governmental laws and regulations, including unclear and changing laws and regulations related to the internet sector in foreign countries, especially China; general industry conditions and competition; and general economic conditions, such as advertising rate, interest rate and currency exchange rate fluctuations. These risks and uncertainties could cause actual results to differ materially from those expressed in or implied by the forward-looking statements, and therefore should be carefully considered. HSW International assumes no obligation to update any forward-looking statements as a result of new information or future events or developments, except as required by law.

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