

## *Celebrity Sizzle*

A 5-year-old technology company that provides information and social-networking services to the commercial real-estate industry is planning to use celebrity to add some sizzle to its new real-time data-mining service.

CREOpoinc Inc. is planning to sell subscriptions to 300 online "channels" that track what's online about a wide range of commercial real-estate topics. The service, named myCREOpoinc, tracks about 10,000 online sources and uses filtering software to make sure only commercial real-estate information is selected.

Most of the channels are on such subjects as green buildings or initial public offerings and will sell at prices ranging from \$4.95 a month for one channel to \$69.95 for 30. But CREOpoinc also is offering a "celebrity pack," which tracks 11 big names like Donald Trump, Sam Zell and Jonathan Gray, head of real estate at Blackstone Group LP.

Jean-Claude Goldenstein, CREOpoinc's chief executive, said there's high demand for news about these industry leaders. "Psychologically, everyone wants to be one of those guys," he said. "People like to follow the money."

—Peter Grant