

FOR IMMEDIATE RELEASE

Contact:

Elke Wong

212-209-3321

elke@industrybrains.com

BoatingWorldOnline.com Joins IndustryBrains' Leisure Vertical

IndustryBrains Picked As Exclusive PPC Listings Provider

NEW YORK (May 16, 2005) - IndustryBrains, a leading provider of performance marketing solutions for advertisers and publishers, announced today that it has been selected by BoatingWorldOnline.com as the exclusive provider of Pay-Per-Click advertising listings.

With the addition of BoatingWorldOnline to the IndustryBrains Leisure Vertical, advertisers are able to place pay per click listings on content sites that are heavily trafficked by proven consumers of leisure products and services. Among the sites in the Leisure Vertical are: T + L.com; Food & Wine.com USATODAY.com; Golfweek.com, GOLFOFFLINE, TENNIS.com; GoTennis; Forbes; Latimes.com; and OrlandoSentinel.com.

"Content- specific targeting on premium sites has consistently proven to deliver a higher PPC or yield to the publisher while providing more qualified leads to the advertiser," says Jason Kalin, Vice President of Business Development for IndustryBrains. "We are excited to offer BoatingWorldOnline.com as a targeted medium for boating products and services advertisers."

BoatingWorldOnline.com serves as a companion to Boating World, the definitive family boating lifestyle magazine. Both the site and magazine embody the passion of their readers, active boaters who enjoy family boating, fishing, cruising, waterskiing and anything related to passing time on a boat. Boating World magazine and BoatingWorldOnline.com are published by Trans World Publishing, Inc. a member of the Billian Family Companies. Trans World Publishing, Inc. and Billian Publishing, Inc. (an affiliated company) produce consumer and trade magazines, directories, databases and websites for both the North American and International markets.

About IndustryBrains, Inc.

IndustryBrains, Inc. (<http://www.industrybrains.com>) is a leading provider of premium performance marketing solutions for publishers and advertisers specializing in site-specific contextual ad programs. The IndustryBrains platform launched in February 2002, delivers advertiser listings to premium web brands including: BusinessWeek, The Motley Fool, USATODAY.com, Travel & Leisure, Food & Wine, Computerworld, BankRate.com, Ziff Davis Media, CMP and many others. IndustryBrains is based in New York City.