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IndustryBrains and Entrepreneur.Com Partner to Offer Business Owners and Partners a Valuable MarketPlace Section

NEW YORK (November 11, 2004) – INDUSTRYBRAINS, the leader in site specific, contextual Pay-Per-Click advertising programs, announced that it has partnered with Entrepreneur Media, Inc. to include Entrepreneur.com and SmallBizSearch.com, two of the most respected online resources for business owners and partners.

IndustryBrains will provide its content-targeted sponsored links across Entrepreneur Online's technology and Finance/Marketing sections under the heading "Sponsored Links" which allows direct marketers to reach a qualified business audience on a cost per click basis utilizing an auction bidding and relevancy ranking system.

"At Entrepreneur Media, we strive to provide small businesses with the strategies and guidance they need to make it in today's competitive business environment. Teaming up with IndustryBrains to create a MarketPlace throughout our website makes perfect sense, because IndustryBrains' has been able to ensure that only relevant ads are displayed to our valuable audience" said Charles Fuller, VP, Business Development, Entrepreneur.Com. "With their reliable topic-based targeting system, our company can continue to be a resource to our 2.4 million users every month."

"Entrepreneur.com is one of the largest and most popular small-business web sites on the Internet. Through this new relationship, we have presented a profitable opportunity for our partner to generate incremental revenue and be able to deliver targeted listings to their and the audience," said Erik Matlick, CEO of IndustryBrains Inc. "By adding Entrepreneur.Com to our financial channel, advertisers can now reach this demographic with greater impact and efficiency," said Erik Matlick of IndustryBrains Inc.

About IndustryBrains, Inc.

IndustryBrains, Inc. 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, delivering 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. For more information, visit <http://www.industrybrains.com>.

About Entrepreneur.Com

With more than 100,000 pages of content, Entrepreneur.com is one of the largest and most popular small-business Web sites on the Internet. They provide business owners with practical information, expert answers from recognized business consultants and a wide range of services designed to solve the challenges of starting, running and growing a successful business. Entrepreneur.com visitors generate 20 million page views each month, own growing businesses and look to Entrepreneur.com to provide information and perspective on industry news, business tools and services, strategies for growth, and much more.