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IndustryBrains and BusinessWeek Expand Partnership

NEW YORK, NY – September 24, 2003 - IndustryBrains, the only business performance based media firm that specializes in contextual marketplace advertising, announced today it has expanded its partnership with BusinessWeek Online, to provide contextually relevant, cost per click advertising opportunities across the entire BusinessWeek Online Web site.

After a trial period of two months, BusinessWeek and IndustryBrains signed an exclusive agreement to display contextually relevant advertiser text listings across the entire BusinessWeek Online Web site under the heading "BusinessWeek Mall".

Advertisers are now able to purchase placements on seven contextually relevant categories utilizing an auction bidding system. The more the advertisers pay for a click, the higher their rank in the "BusinessWeek Mall" section.

"After looking at all of the companies in the market, we felt that IndustryBrains offered the best solution for BusinessWeek", said Peggy White, GM, BusinessWeek Online. "IndustryBrains gives us the flexibility to sell our own inventory, and involve ourselves in the customer relationship. BW is the world's leading business publication, and we were looking for a solution that could deliver quality advertisers worthy of our premium readership. In the long run, we feel that this is going to deliver the best results to the advertisers and BusinessWeek."

"We are very excited that BusinessWeek chose to expand their relationship with IndustryBrains", said Erik Matlick, CEO, IndustryBrains. "This is yet another testimonial to the fact that premium publishers are voting for site specific solutions. Premium publishers are finally able to implement performance advertising opportunities on their sites, and generate the yield that they deserve for the brand and audience that they deliver."

BusinessWeek users will be presented with relevant sponsored links while they are looking for business and finance information. Unique to IndustryBrains, advertisers bid for placement by site-specific categories, not keywords, so the results are guaranteed to uphold the quality of the editorial and are never confined to the keyword itself.

"We are thrilled by the opportunity to have expanded our relationship with one of the Web's most esteemed publishers of financial news and information", said Erik Matlick, CEO, IndustryBrains. "Throughout the initial launch, our unique approach to content-targeting advertising demonstrated proven performance, relevancy and value to Business Week Online."

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 BusinessWeek

BusinessWeek's award-winning Web site www.businessweek.com provides users with daily perspective, unique insights, breaking news, and in-depth analysis of the latest trends in the business world.

At BusinessWeek Online, users find eight channels replete with trusted information and resources to help manage their personal and professional lives. From small business to global business, personal investing to corporate strategies, BusinessWeek Online provides insight and perspective on all topics relevant to today's business professionals.