

FOR IMMEDIATE RELEASE

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CMP Media's Software Development Media Group Partners with IndustryBrains

MarketPlace Section is launched to provide additional opportunities for direct marketers.

New York, NY – February 11, 2003 – IndustryBrains, the only business performance advertising network, has launched a MarketPlace section on CMP's Software Development Media Group sites to provide additional direct marketing opportunities for technology advertisers in the development industry

The sites within the Software Development Media Group, including Software Development Magazine, Dr. Dobbs Journal, Byte, SysAdmin, Windows Developer Mag, C++ User's Journal, New Architect, The Perl Journal and Unix Review, will feature relevant advertiser listings under the heading "*MarketPlace*".

Advertisers will be able to purchase marketplace placement in twelve targeted categories utilizing an auction bidding system. The higher they pay, the higher their rank in the marketplace section.

"Our goal is to provide timely and relevant information to development, IT, and line-of-business managers to aid the delivery of reliable, successful software applications on time and on budget, said Marco Pardi, Group Director of the SDMG. "As the market leader in providing relevant content listings, IndustryBrains is a key partner in reaching that goal.

"CMP Media has been a great partner and we are pleased to be expanding our relationship to include one of the most trusted developer networks in the industry," said Erik Matlick, President and CEO, Industrybrains. "With the Software Development Media Group, it shows our commitment to delivering the most targeted audience to our advertisers."

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 the Software Development Media Group

CMP Media LLC's Software Development Media Group publishes Software Development Magazine, Dr. Dobb's Journal, MSDN magazine, C/C++ Users Journal, Windows Developer's Magazine, Byte and SysAdmin; holds the semiannual Software Development Conference and Exposition; and produces 15 Web sites. The Software Development Media Group reaches the largest, most influential audience of software developers and business solution providers available through a single media company.

About CMP

CMP Media LLC (<http://www.cmp.com>) is a leading integrated media company providing essential information and marketing services to the entire technology spectrum-the builders, sellers and users of technology worldwide. Capitalizing on its editorial strength, CMP is uniquely positioned to offer marketers comprehensive, integrated media solutions tailored to meet their individual needs. Its diverse products and services include newspapers, magazines, Internet products, research, direct marketing services, education and training, trade shows and conferences, and custom publishing.