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CMP Media's CommWeb Portal Expands Partnership with IndustryBrains

MarketPlace Section is launched to provide additional opportunities for direct marketers

New York, NY – May 16, 2002 - IndustryBrains Network, the only B2B Pay-For-Performance Advertising Network, has launched a MarketPlace section on CMP's Commweb Portal to provide additional direct marketing opportunities for Telecom, Datacom, Networking And Business Computing Advertisers.

The agreement calls for CommWeb to feature advertiser listings in relevant articles & content categories throughout the site under the heading "**Commweb MarketPlace**". To properly target the advertiser listings in a practical and logical way, the CommWeb editors analyzed key content areas of the site and grouped them into 10 Primary Content Categories.

These Primary Content Categories are:

- ✂✂ Customer Contact/Call Center Business Issues
- ✂✂ Customer Contact/Call Center Systems
- ✂✂ General Business Telecom Equipment
- ✂✂ Network Hardware & Storage
- ✂✂ Network Infrastructure & Core Technologies/Apps
- ✂✂ Network Management & The Business Layer
- ✂✂ Network Security
- ✂✂ Telecom System/Service Development
- ✂✂ Telecom/Datacom Services & Business Issues
- ✂✂ Voice/Data Convergence

Advertisers will be able to purchase marketplace placement in these ten categories utilizing an auction bidding system. The higher they pay, the higher their rank in the marketplace section. "We are excited to be growing our relationship with one of the most trusted telecommunications sites on the Internet," said Erik Matlick, president and CEO, Industrybrains. "It is clear that Commweb views quality paid listings from Industrybrains as a strategic priority." "I am extremely proud of our expanded partnership with IndustryBrains because they have introduced Commweb's smaller direct marketers to a more cost effective and targeted way to reach our highly regarded audience," said Rick Luhmann, Director of Content at CommWeb. "With IndustryBrains, we can continue to leverage our strength as the leading voice for telecom and datacom professionals."

About IndustryBrains

IndustryBrains is the only business performance-advertising network. The company maintains a marketplace where advertisers can pay for placement in relevant content areas of well-established business technology sites and publications. Advertisers are only charged when a buyer on any of our affiliate sites click on the advertiser's listing(s). IndustryBrains is based in New York City. For more information, visit <http://www.industrybrains.com/>.