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**DPreview.com Taps IndustryBrains to Deliver
Digital Photography Performance Listings on its Search Results**

***Leading Provider of Paid Business Technology Listings Will Power DPreview's Sponsored
Links Under all Search Results***

New York, NY – December 10, 2002 - IndustryBrains Network, the leading business performance advertising network and DPreview.com, the undisputed leader for coverage of the digital photography market, have entered into an agreement in which IndustryBrains will deliver its highly-targeted search results to the "Sponsored Links" section of the site.

Digital Photography Review is one of the most popular and most professionally developed and maintained digital photography and digital imaging web resources available. With an audience of 4.5 million unique visitors a month and totaling over 50 million page views a month, DPreview.com has become synonymous with:

- Highly respected digital imaging resource
- Quality product reviews
- Powerful, searchable "knowledge base" of digital photography information
- Multiple news updates daily (multiple visit rates)

"DPreview helps users make important digital photography buying decisions with in-depth, quality content," stated Philip Askey, Editor in Chief of DPreview. "We are creating an even more valuable experience for our users with IndustryBrains' targeted search listings on our site."

"DPreview is a site dedicated to excellence in reporting digital photography news and information, and its decision to partner with IndustryBrains solidifies our leadership position and commitment to broadening our business technology distribution network," said Erik Matlick, CEO of IndustryBrains. "Our advertisers will now benefit from reaching this active audience right in the middle of the holiday buying season."

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 Digital Photography Review

Digital Photography Review™ is an independent resource dedicated to the provision of news, reviews and information about Digital Photography and Digital Imaging published at the Internet address www.dpreview.com™. Digital Photography Review is a fully owned website of Askey.Net Consulting Ltd. dpreview.com is edited and maintained by Philip & Joanna Askey. Digital Photography Review was established in December 1998, from simple beginnings grew a large and popular site, as time went on we gradually built the site up to include our vast digital camera database, timeline, forums, galleries a glossary and learn section. The core of the site is the all-day news updates and regular in-depth digital camera product reviews.