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## **Digital Media Online Expands Partnership With Industrybrains**

### **IndustryBrains listings will now appear on relevant content areas of DMN**

**New York, NY – April 15, 2002** – IndustryBrains Network, the ONLY B2B Pay-For-Performance Advertising Network, has expanded its partnership with Digital Media Online to include placement of advertiser listings on relevant content areas of DigitalMediaNet.com.

Under the agreement, DigitalMediaNet.com will feature IndustryBrains' IndustryTarget™ listings, submitted by its growing base of advertisers, in relevant content areas under the heading "DMN MarketPlace".

These IndustryTarget™ areas are specifically designed for advertisers to ensure that they are marketing to the most appropriate audience and for publishers to maintain quality content. They include: Core Digital Media, Production, Broadcast, Professional Audio, Professional Audio Visual, Animation, Computer Aided Design, Imaging & Design and Mac. The agreement builds upon an existing relationship between IndustryBrains and Digital Media Online, under which IndustryBrains provides its search results to users of DMN from the DMN Directory and Search areas.

"We carefully considered the inclusion of IndustryBrains' listings throughout our content areas and concluded that their high-quality results will allow us to create a contextually relevant experience for users and advertisers," said Lou Wallace, CEO, Digital Media Online. "In evaluating whether to create this product ourselves or choose another paid search provider, IndustryBrains' product quality and focus on supporting its partners' long-term needs made it a compelling proposition."

"This is a significant addition to our affiliate network. Our focus is still to expand our reach into industries where business buyers purchase technology. Digital Media Online was the logical partner to roll out our IndustryTargets content product," said Erik Matlick, President, IndustryBrains. "Our advertisers have taken advantage of this increased traffic by signing up for the content categories specific to their products. They have been seeing a huge return on investment with IndustryTarget content listings."

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#### **About IndustryBrains**

IndustryBrains is the only B2B pay-for-performance network. The company maintains a marketplace where advertisers can pay for placement in the search results of dozens of B2B sites. Advertisers are only charged when a buyer on any of our affiliate sites click on the advertiser's listing(s). IndustryBrains' headquarters is in New York City. For more information, visit <http://www.industrybrains.com>.

#### **About Digital Media Online**

Digital Media Online, <http://www.digitalmedianet.com>, is the world's leading developer of vertical online communities in the digital media marketplace. With more than 40 channels receiving over 1 million visits a month and twelve leading industry newsletters emailed to over 133,000 professionals each week, DigitalMediaNet.com serves distinct market segments including streaming media, digital video, animation, special effects, desktop publishing, imaging and design, digital audio, CAD, workstations, game development, film, broadcast and post production. DigitalMediaNet.com community resources include breaking technology and product news, techniques, white papers, research, interactive product guides, classified, job and resume listings and extensive examples of digital art, animations and video.