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Forbes.com Selects IndustryBrains as the Exclusive Provider of Site-Specific, Contextual Pay-Per-Click Listings

NEW YORK- February 28, 2005 - IndustryBrains, the leading provider of premium performance marketing solutions for advertisers and publishers, announced today that it has inked an agreement with Forbes.com to become the sole provider of Pay-Per-Click (PPC) advertising listings on its Web site (www.forbes.com) and e-mail newsletters.

Forbes.com is one of the most trusted information resources for the world's business leaders, providing uncompromising commentary, relevant tools, concise analysis and real-time reporting they need to succeed at work and profit from investing. Forbes.com has partnered with IndustryBrains to launch the Forbes.com MarketPlace, a convenient, pay-per-click advertising program that allows companies-large or small-to reach C-level executives and business decision makers. With this new program, advertisers can utilize an auction bidding and relevancy ranking system to choose relevant content categories throughout the Forbes.com site, including Information Technology, Investing, Human Resources and Lifestyle. This program will allow Forbes.com to enhance its site's advertising offerings and maximize the true worth of its content.

"We're pleased to be working with the IndustryBrains platform," said Mike Smith, VP and General Manager of Operations for Forbes.com. "With this technology we can run a customized PPC program, affording marketers to reach our highly desirable audience in an efficient and cost effective manner."

IndustryBrains is an alternative to network search, giving advertisers more control over where their listings will appear (on high quality, branded sites). To the advantage of publishers, advertisers tend to spend more for rankings, but in return get a higher quality lead than network advertising. A number of other sites have also tested other PPC networks and switched to IndustryBrains.

"While delivering a higher quality lead to advertisers, our site-specific programs have consistently delivered a superior yield to publishers," says Jason Kalin, IndustryBrains VP of Business Development. "After a complete evaluation of the options in the contextual PPC market, we are pleased to have been selected as a long-term strategic partner for Forbes.com."

About Forbes.com

Forbes.com Inc. (www.forbes.com), home page for the world's business leaders and the No. 1 business site on the Web, is among the most trusted resources for senior business executives, providing them the uncompromising commentary, concise analysis, relevant tools, community and real-time reporting they need to succeed at work, profit from investing and have fun with the rewards of winning. Throughout the business day Forbes.com publishes more than 1,500 articles, delivering the best of Forbes journalism and that of its selected partners with all the immediacy, depth and interactivity that the Web allows. In fact, more people get their business news on Forbes.com than any other source in the world - covering business, technology, markets,

personal finance and lifestyle, with streaming video broadcasts several times a day. Voted "Best Media Website" in 2003 by the Web Marketing Association, and min's Best of the Web winner for "Editorial Excellence" in the consumer category in 2203 and 2004, Forbes.com continues to set industry standards for its innovative advertising offerings, and for its award-winning journalism.

About IndustryBrains

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, Golf.com, 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>.