

FOR IMMEDIATE RELEASE

Contact:

Elke Wong

212-209-3321

ewong@industrybrains.com

**GOLFONLINE Selects INDUSTRYBRAINS
As Exclusive PPC Advertising Provider**

NEW YORK (March 14, 2005) IndustryBrains, the leading provider in performance marketing solutions for advertisers and publishers, announced today that Time4Media has selected IndustryBrains as the exclusive provider of Pay-Per-Click advertising listings on its www.GOLFONLINE.com website.

GOLFONLINE.com is the official website of GOLF MAGAZINE®, the game's most widely read publication. Cited by Forbes Magazine as a perennial "Best of the Web" pick, GOLFONLINE is the number one website for reaching golfers.

GOLFONLINE has partnered with IndustryBrains to launch the *GOLFONLINE Marketplace*, a convenient, pay-per-click advertising program that allows companies to reach an affluent male audience. With this program, advertisers can use an auction bidding and relevancy ranking system to choose the most appropriate content categories throughout GOLFONLINE's site, including Equipment, Instruction, Travel and Real Estate. This program allows GOLFONLINE to enhance its advertising offerings to niche advertisers seeking to associate with a trusted and respected brand.

"IndustryBrains site-specific approach will allow marketers to reach our highly desirable audience in an efficient and cost effective manner," says Julie Hansen, Vice President, GOLFONLINE. "The IndustryBrains team has a strong track record of providing premium websites with a proven platform to deliver contextually relevant ad listings,"

"We are excited to add one of the web's premier brands to our ever expanding partner base. Advertisers will embrace the qualified traffic and audience that IndustryBrains will process for GOLFONLINE.com," says Jason Kalin, VP Business Development of IndustryBrains.

GOLF MAGAZINE reaches more golfers in more ways than any other golf media company. Each month, 5.9 million people read the magazine, more than any other golf publication. The magazine's Web site, GOLFONLINE.com is ranked No. 1 for reaching golfers. GOLF MAGAZINE also publishes the official publications for the U.S. Open®, PGA TOUR®, Champions TOUR®, the AT&T Pebble Beach National Pro-Am™, and the USGA. GOLF MAGAZINE is published by Time4 Media®. Time4 Media is a subsidiary of Time Inc., which is a wholly owned subsidiary of Time Warner Inc. (NYSE: TWX).

IndustryBrains, Inc. (<http://www.industrybrains.com>) 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, delivers 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.