

FOR IMMEDIATE RELEASE

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GolfServ.com 'Tees Off' WITH EXPANDING INDUSTRYBRAINS

NEW YORK – February 10, 2005 – IndustryBrains, a leading provider in performance marketing solutions for advertisers and publishers, announced today that GolfServ has selected IndustryBrains as the exclusive provider of Pay-Per-Click advertising listings on its websites, which include www.golfserv.com and <http://www.golf.com/>. Advertisers can now extend their reach to golf enthusiasts by placing their related ad listings alongside editorial content through the newly created 'Golf.com Marketplace Program' reaching over 1 million avid golfers each month.

"Partnering with IndustryBrains gives advertisers a cost effective way to reach our highly regarded audience. As a leader in providing best of class golf content and commerce, it is important for Golf.com to present our users with relevant and valuable offers. The IndustryBrains PPC platform gives us the flexibility to give our users a better experience while providing marketers with an unique, alternative program to reach our audience" said Michael Lazerow, CEO of GolfServ.

"Site specific targeting on premium sites has consistently proven to deliver a higher PPC or yield to the publisher while at the same time a more qualified lead to the advertiser," says Jason Kalin, VP of Business Development for IndustryBrains. "IndustryBrains is the leader in site-specific contextual advertising programs and our solution continues to outperform other alternatives in the market. We are excited to add Golf.com as a premier partner."

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 GolfServ

GolfServ is the premier provider of online golf content, commerce and services. GolfServ's GOLF.COM site offers's interactive content and tools that allow golfers to follow the professional tours, improve and manage their game, track their handicap, search for courses in the U.S. and Canada, find instruction, purchase golf equipment and much more. For more information, visit www.golf.com.