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IDG's Macworld Taps IndustryBrains to Deliver Business Performance Listings on its Search Results

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

New York, NY - June 18, 2002 - IndustryBrains Network, the leading business performance advertising network and Mac Publishing, the undisputed leader for coverage of the Macintosh market, have entered into a 12-month agreement in which IndustryBrains will deliver its highly-targeted search results to the "Sponsored Links" section of the site.

As a wholly-owned subsidiary of IDG, Mac Publishing produces Macworld magazine, Macworld.com and MacCentral.com. They are the largest sources of targeted information for the Macintosh community. Under the terms of the agreement, IndustryBrains will provide its top three editorially reviewed search results to users of Mac Publishing.

"Macworld is read by millions of loyal, active Macintosh Buyers," said Erik Matlick, President and CEO of IndustryBrains. "We look forward to complementing its comprehensive editorial with our high-quality search listings. This further elevates us as the leader in providing the most relevant paid listings to respected technology sites."

"We are committed to our readers who depend on the expert advice and analysis found in Macworld to help them make important buying decisions," stated Colin Crawford, President and CEO of Mac Publishing, LLC. "As the market leader in business technology search, IndustryBrains is a key partner in meeting that commitment while at the same time generating an additional revenue stream for Mac Publishing."

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 Mac Publishing, LLC Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month the award-winning Macworld magazine reaches over 2 million influencers of computer purchases*, while the Mac Publishing Web presence garners an average of 2 million unique visitors. Mac Publishing sites include: Macworld.com and MacCentral.com. Headquartered in San Francisco, Mac Publishing is a subsidiary of IDG, the world's leading technology media, research and event company. IDG publishes more than 300 magazines and newspapers and offers online users the largest network of technology-specific sites around the world through IDG.net (www.idg.net), which comprises more than 330 targeted Web sites in 80 countries. IDG is also a leading producer of 168 computer-related events worldwide, and IDG's research company, IDC, provides global market intelligence and advice through 51 offices in 43 countries worldwide. Company information is available at www.idg.com.