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IndustryBrains Distributes Pay-Per-Click Listings to Premium Publisher E-Newsletters

NEW YORK- May 11, 2005 - IndustryBrains, the leading provider of premium performance marketing solutions for advertisers and publishers, announced today that they have been expanding listing distribution of contextually relevant listings beyond pages-views to HTML & Text newsletter subscribers of premium content sites.

IndustryBrains partners who have already implemented the service on their text and HTML newsletters include: USATODAY, Forbes, Golf.com, Motley Fool, Entrepreneur.com, SmartMoney.com, EDN, BusinessWeek, CMP Electronics, Government Computer News, Tennis Magazine, GolfWeek, GOLFONLINE, and InfoWorld.

IndustryBrains is an alternative to network search giving advertisers more control over where their listings will appear (only on high quality, branded sites). To the advantage of publishers, advertisers tend to spend more for targeted rankings, but in return get a higher quality lead than network advertising. IndustryBrains' site-specific approach has proven to continually outperform other alternatives in the market.

"We are taking a product that's already proven in producing incremental publisher revenue and high quality leads for advertisers and expanding that on different mediums. The additional traffic on e-newsletters of premium content sites will simply add to that quality distribution," says Erik Matlick, IndustryBrains CEO.

About IndustryBrains, Inc.

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.