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InfoWorld Partners with IndustryBrains

IndustryBrains is the exclusive provider of Pay Per Click Contextual Advertiser Listings

New York – April 21, 2003 - IndustryBrains, the only Business Performance Advertising Network and InfoWorld Media Group, responsible for delivering award-winning technology and product news, research and analysis to the IT community for over 25 years have entered into a partnership to display cost per click marketplace listings throughout the site on contextually relevant areas.

This new addition will help chief technologists, IT managers and IT buyers make complicated technology choices more efficiently in today's demanding economic climate. For advertisers, the marketplace is cost effective and efficient way to reach that audience.

To properly target the advertiser listings, the InfoWorld editors analyzed key content areas of the site and grouped them into 16 Primary Content Categories.

These Primary Content Categories are:

- ❖ News
- ❖ Test Center
- ❖ CTO Network
- ❖ Applications
- ❖ Application Development
- ❖ Ebusiness Solutions and Strategies
- ❖ End User Hardware
- ❖ Networking
- ❖ Platforms
- ❖ Security
- ❖ Standards and Protocols
- ❖ Storage
- ❖ Telecommunications
- ❖ Wireless
- ❖ Web Services
- ❖ ROS & Homepage

Advertisers will be able to purchase marketplace placement in these ten categories utilizing an auction bidding system. The higher they pay, the higher their rank in the marketplace section.

"I'm very pleased about this partnership," said Kevin McKean, CEO, InfoWorld. "The targeted MarketPlace listings from IndustryBrains will contribute to InfoWorld Media Group's success as the number one media source for senior IT technology experts and professionals. They are equipped with the most valuable, objective tools possible for making technology buying decisions."

"Infoworld is a great addition to our Enterprise IT category," said Erik Matlick, CEO IndustryBrains. "We now offer the broadest and deepest technology audience of any performance network."

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, 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 IDG's InfoWorld Media Group

For twenty-five years, InfoWorld Media Group has provided cutting-edge coverage and evaluation of IT products and services for technology experts in senior management. Through integrated channels including print, online and events, InfoWorld reaches the most influential senior technology experts – those who drive their enterprises' technology purchases. Powered by a continued investment in an independent Test Center, InfoWorld analysts and editors provide both hands-on analysis and evaluation, as well as expert commentary on issues surrounding emerging technologies and products.

About IDG

InfoWorld is a division 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, 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.