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Mediabrain Launches New Division, IndustryBrains

New York, NY – November 7, 2001 – MediaBrains, the leading provider of performance solutions for the publishing industry, today announced the launch of The IndustryBrains Network (<http://www.industrybrains.com>), the ONLY B2B Pay-For-Performance advertising network.

The IndustryBrains Network has been created as a response to the growing demand for performance advertising. According to a 2001 Forrester report, 83% of online advertising spending will be pure pay-for-performance deals or a hybrid of CPM and performance by the year 2003. This report suggests that marketers are focusing more on "quantifiable mediums such as direct mail, direct response TV, and the Internet".

The IndustryBrains Network has successfully launched delivering advertiser listings for over 200 search terms on 30+ sites from publishers, including CMP Media, DigitalMediaNet, Online, Inc., Stamats Communications, and Edgell Communications. These established business-to-business publishers are already generating revenue from this relationship. "We are delighted to be a part of the network," said Adam Pemberton, President, Online, Inc.

"This marketing channel is a great compliment to the buyers guide product that we are already utilizing with MediaBrains." Jupiter Media Metrix (July 2001) found that paid search placement has proved itself one of the more successful online advertising models, capitalizing on the alignment of consumer need and advertiser interest. This is an opportunity for publishers to add significant revenue to their bottom line without any cost," said Erik Matlick, President, MediaBrains.com. "We simply send our search results to each publisher's site and pay them for the clicks to our search results".

"IndustryBrains has monetized the search results of our site in a way that we hadn't. This is all incremental revenue to our site that is pure profit," said Michael Skerly, President, DigitalMediaNet. The IndustryBrains Network is looking to expand its reach into other business technology verticals in the next couple of months.

About IndustryBrains

IndustryBrains, a division of MediaBrains, is the only B2B pay-for-performance advertising network. The company maintains a marketplace where advertisers can pay for placement in the search results of dozens of B2B sites. An advertiser is only charged when a buyer on an IndustryBrains affiliate site clicks on the advertiser's listing.

The IndustryBrains Network expands upon MediaBrains' continued efforts to offer Performance solutions to business-to-business sites and publishers. IndustryBrains is based in the center of the media industry in New York City.

For more information, visit <http://www.industrybrains.com/>.