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**Contact:**

**Elke Wong**

**212-209-3321**

**[elke@industrybrains.com](mailto:elke@industrybrains.com)**

### **The Motley Fool Expands Relationship with IndustryBrains After Testing Overture and Kanoodle**

**NEW YORK (October 12, 2004)** IndustryBrains, the leader in site-specific contextually relevant advertising, announced today that The Motley Fool ([fool.com](http://fool.com)) has expanded its relationship with IndustryBrains after a four-month side-by-side comparison with Overture, Kanoodle and another search provider.

The Motley Fool started testing IndustryBrains in April when the multimedia financial education company was also working with Google, Overture and Kanoodle. After evaluating the performance, actual revenue and revenue potential of all three companies, The Motley Fool cancelled Overture and Kanoodle and has expanded its partnership with IndustryBrains.

"IndustryBrains' ability to include only relevant listings was instrumental in maintaining the editorial integrity of our site," says David Gardner, Co-Founder of The Motley Fool.

"Advertisers embraced the targeted audience and content that the Motley Fool was able to send their way through IndustryBrains," says Erik Matlick, IndustryBrains CEO. "We are gratified to have been tested against some of the best PPC networks and proven that we can and will outperform them for publisher and advertisers."

In the white-hot arena of SEM, 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 rankings, but in return get a higher quality lead than network advertising. A number of other sites have also tested other PPC (pay-per-click) networks and switched to IndustryBrains.

"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 Mr. Matlick. "Users tend to trust paid listing results returned on branded sites they are familiar with IndustryBrains they are consistently higher quality leads."

The Motley Fool adds to IndustryBrains' prestigious sites in the financial services category that also includes SmartMoney.com, BusinessWeek.com, Kiplinger.com and BankRate.com.

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**The Motley Fool, Inc.**, educates, amuses, and enriches more than 30 million people each month and is a leading provider of financial education and independent advice. Since 1993, The Motley Fool has been on hand to help people achieve financial independence across a wide variety of online and offline media channels including: its award-winning website; its best-selling Simon & Schuster and self-published books (over 1.8 million sold); a nationally syndicated weekly newspaper column carried by more than 250 publications; and "The Motley Fool Radio Show," a joint venture with NPR.

Launched in 2002, New York-based **IndustryBrains**, is the only business performance based media firm that specializes in contextual site specific advertising. IndustryBrains offers custom publisher solutions for monetizing content and search pages. Real-time tracking and reporting allows publishers to easily manage advertiser relationships and optimize revenue. For advertisers, IndustryBrains offers contextual category placement on premium sites like Infoworld, ComputerWorld, PC Magazine, EETimes, Network Magazine and BusinessWeek. Advertisers bid for placement on site-specific categories that are related to their business. Listings are delivered whenever a customer performs a search on the specified terms throughout its network of 50+ premium sites.