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New Clients Expand IndustryBrains' Site-Specific Paid Listings in Technology Channel

NEW YORK, N.Y. September 14, 2004– IndustryBrains, the leader in site-specific contextually relevant advertising, announced today it has experienced accelerated growth in its technology channel with the expansion of its listings by existing clients and the signing of numerous new publishers. The growth has occurred both in the United States and in the UK.

In the US, relationships with current partners like USA TODAY, IDG's PCWorld.com and CMP Media's TechWeb expanded to cover more content. In addition, new partners include:

- Technology Review
- Accela Communications' ITWorld.com & ITWorld.com Newsletters
- Ziff Davis' eWeek & PCMag.com White Paper Directory
- Infoworld White Paper Directory
- TomsNetworking White Paper Directory

In the UK, new partners for IndustryBrains include:

- NetCommunities' IProPortal and theInquirer.net

The IndustryBrains Technology Channel, which enables advertisers to buy paid listings targeted to an audience of technology professionals, enthusiast and corporate decision makers, now serves 300 million ad impressions across these sites each month.

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 at a lower cost than network advertising.

“Site specific targeting on premium sites has consistently proven to generate a lower cost-per-lead than programs utilizing a network model.” says IndustryBrains CEO Erik Matlick. “Users tend to trust paid listing results returned on branded sites they are familiar with.”

Unlike network driven paid listings programs, IndustryBrains' technology is private-labeled by partner sites and is totally transparent to the user. This enables publishers to leverage their own brands to bring in advertisers who are willing to pay more for placement on a highly regarded site.

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>.