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**IndustryBrains Announces Partnership With IDG's PC World.com To Offer Sponsored Downloads to Advertisers**

**New York – July 1, 2003** - IndustryBrains, the only business performance-advertising network and PCWorld.com, PCWorld.com, the online resource for buyers of both PC and Web-related products, have entered into a partnership to establish a cost per click Sponsored Downloads program on the PC World site.

The PCWorld.com Download Library MarketPlace will offer cost per click listings that are in contextually relevant, category specific download areas. This new opportunity provides advertisers a cost effective and efficient way to reach PC World's target audience of tech-savvy managers and computer product buyers an unparalleled online download resource to test products before purchase to keep their companies ahead of the competition. PCWorld.com's extensive library of try-before-you-buy software delivers 50,000 downloads per day.

The Downloads Library is segmented into 11 primary Sponsored Download categories for more targeted advertiser listings. Advertisers will be able to purchase marketplace placement utilizing an auction bidding system. The more they pay, the higher their rank in the marketplace section.

Categories include:

- ❖ Fun and Games
- ❖ Graphics and Multimedia
- ❖ Handhelds
- ❖ Home
- ❖ Internet
- ❖ Music and Video Sharing
- ❖ Office
- ❖ Patches and Drivers
- ❖ ScreenSavers and Themes
- ❖ Utilities

"The decision to work with IndustryBrains was simple. Their ability to target site-specific download categories, proven experience, and dearth of technology advertisers made it clear that this will be a successful partnership," said Bruce McCurdy, Online Product Development Mgr, at PCWorld.com. "The site is a trusted source of information on freeware and shareware among its users – many who purchase software products as a result of their PCWorld.com trial."

"The addition of this highly trusted brand further establishes us as the preferred partner across the spectrum of cost per click advertising" said Erik Matlick, President and CEO of IndustryBrains. "In turn, we will benefit significantly from the impressive audience that PCWorld.com will introduce to this program."

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**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>.

**About PC World**

PC World Communications, Inc. is the publisher of PC World and PCWorld.com ([www.pcworld.com](http://www.pcworld.com)) and is a subsidiary of IDG, the world's leading technology media, research and event company. The winner of the 2002 Folio: Editorial Excellence Award, PC World is the world's most widely-read computer publication with a readership of almost 6.3 million (MRI, Spring 2003). With an average of 1.6 million unique visitors per month (Nielsen/NetRatings, February – April 2003; U.S. only), PCWorld.com is a leading online resource for PC-product buyers and users. 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 ([www.idg.net](http://www.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](http://www.idg.com)