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Penton Media's Windows & .NET Magazine Selects IndustryBrains To Power Its Paid Search Results

New York, NY – July 24, 2002 - IndustryBrains, the leading business performance-advertising network has signed an agreement with Penton Media's Windows & .NET Magazine, the leader in both the enterprise Windows Infrastructure and .NET space.

Under this agreement, Windows & .NET Magazine will feature advertiser listings in the top three search results under the heading "Sponsored Links." "The Windows & .NET Magazine Network is the single source for everything associated with IT infrastructure on Windows and Integrated Microsoft platforms within the enterprise," said Eric Shanfelt, Director of Online Media. "It simply made sense for us to compliment our existing editorial with IndustryBrains' qualified products and services."

Results will be displayed to a community of 1.3 million IT professionals affiliated with the Windows & .Net Magazine Network, *Connected Home Magazine*, *SQL Server Magazine*, *Certutor.net*, *Security Administration Channel*, *Exchange & Outlook Administrator Channel*, *Windows Web Solutions Channel* and *Windows Scripting Solutions Channel*.

- Nearly all (94%) are involved in making purchasing decisions for their organizations
- Nearly two-thirds (63%) hold management positions, including 59% in technical management.
- The majority (54%) work in organizations of 500 employees or more, where the most robust, enterprise-class solutions are developed and deployed. The average subscriber company employs over 9,000 people with revenue of \$5.06 Billion.

"By partnering with us, Windows & .NET Magazine has validated our position as the leading business technology search result provider," said Erik Matlick, President of IndustryBrains.

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 Windows & .NET Magazine

Windows & .NET Magazine Network is a print, online, email newsletter and event media network -- reaches more than 1.5 million IT professionals every month. It is part of Penton Media, Inc., a leading diversified business media company that produces market-focused magazines, trade shows and conferences, and web sites. Penton's integrated media portfolio serves the following market sectors: information technology; Internet/broadband; electronics; natural products; food/retail; manufacturing; design/engineering; supply chain; aviation; government/compliance; mechanical systems/construction; and leisure/hospitality. Penton (www.penton.com) generated revenues of \$404.6 million in 2000.