

FOR IMMEDIATE RELEASE

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Programmer's Heaven joins the IndustryBrains Network

Programmer's Heaven has signed on to offer software developer marketers additional opportunities

New York, NY – February 18, 2003 – IndustryBrains, the only business performance advertising network, has today announced that it is providing its marketplace listings to Programmer's Heaven, a premier destination for software developers.

Advertisers will be able to purchase marketplace placement in twelve targeted categories utilizing an auction bidding system. The higher they pay, the higher their rank in the marketplace section. The categories are:

- Applications
- Database and XML
- General Development
- Hardware
- Java
- Linux
- Microsoft & .NET
- Mobile & PDA
- Programming Languages
- Web Development & Tools
- Windows
- Run of Site

"We are committed to providing high quality content to our users, said Tore Nestenius, CEO Programmer's Heaven. "The integration of IndustryBrains' listings into Programmer's Heaven content allows us to meet the needs of our users while achieving our commercial objectives."

"We are pleased that Programmer's Heaven has chosen us to implement our advertiser listings on their site," said Erik Matlick, CEO, IndustryBrains. "Our core competency is providing relevant listings to our partners. Programmer's Heaven is a respected site in the software development industry and we look forward to a long-term partnership that will be mutually beneficial to both their users and our advertisers."

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 the Programmer's Heaven

Programmers Heaven is a portal that allows programmers around the world to interact and share knowledge and experience. This site reaches over 900,000 visitors per month. The internet's most complete programming resource, containing over 20,000 downloads, links, tools, source code and articles covering languages and technologies such as Visual Basic, JAVA, C#, C/C++, ASP, .NET and more. Additionally, there are hundreds of lively message boards and other community tools to help you find the solutions to your programming problems!