

**FOR IMMEDIATE RELEASE**

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**The IndustryBrains Network announces the addition of three affiliate sites to its B2B Technology Vertical**

**New York, NY - October 31st, 2001** - IndustryBrains Network, the ONLY B2B Pay-For-Performance Advertising Network, is pleased to announce the addition of three leading Digital Media sites to its B2B Technology Vertical: Online, Inc. (<http://www.onlineinc.com>), EMedia Magazine (<http://www.emedialive.com>) and Econtent Magazine (<http://www.econtentmag.com>).

The IndustryBrains Network listings will appear in the top 3 search results under the headline "Featured Listings". Readers of these three magazines are volume buyers of content and technology solutions and have the power to make purchasing decisions. They're directly involved with not only what gets purchased, but also who gets the order. Advertisers in the IndustryBrains Network will now enjoy increased visibility and further drive qualified business buyers to their products.

"This is a significant addition to our affiliate network. Our current focus is to expand our reach into industries where business buyers purchase technology. These three sites enhance IndustryBrains' position as the #1 network for connecting buyers and sellers wherever business technology purchases are made," said Erik Matlick, President, IndustryBrains. "Our advertisers have taken advantage of this traffic by purchasing over 200 search terms in the last 2 weeks alone. We are just getting started. We intend to grow our traffic by 400% between now and the end of January."

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**About IndustryBrains**

IndustryBrains is the only B2B pay-for-performance advertising network. The company maintains a marketplace where advertisers can pay for placement in the search results of dozens of B2B sites. Advertisers are only charged when a buyer on any of our affiliate sites click on the advertiser's listing(s). IndustryBrains is based in the center of the media industry in New York City. For more information, visit [www.industrybrains.com](http://www.industrybrains.com).

**About Online, Inc.**

Online Inc. ([www.onlineinc.com](http://www.onlineinc.com)) is a B2B publisher and event producer founded in 1976. The company publishes three prominent magazines for technology and information professionals and produces six major conferences and trade shows. ONLINE magazine focuses on knowledge management, information technology, and online research. EContent magazine reviews, explains, discovers, and evaluates electronic information sources. EMedia magazine covers storage, production, presentation, and playback technologies for electronic media. Online Inc. conferences and trade shows include Intranets Conference & Expo, Intranets East, Buying and Selling eContent, ONLINE WORLD, VirComm, and DVD PRO.