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Tom's Hardware Taps IndustryBrains To Deliver Paid Search Results On Its Site

New York, NY – August 27, 2002 - IndustryBrains, the leader in business performance advertising, has signed an agreement with Tom's Hardware Guide, the premier resource for PC Hardware reviews and news. Under this agreement, Tom's Hardware Guide will feature advertiser listings in the top three search results under the heading "Sponsored Links". "Tom's Hardware Guide delivers hard-hitting articles and reports to tech-savvy IT professionals, technology innovators and early adopters looking to buy PC hardware products and services." said Omid Rahmat, General Manager of US Operations. "It simply made sense for us to compliment our existing editorial with IndustryBrains' targeted search results." Results will be displayed to a community of 2.3 million IT professionals making it the most popular independent hardware site on the Web. Having grown from humble origins into a powerful force in the PC hardware industry, Tom's Hardware Guide has expanded operations internationally, attracting core technology buyers and influencers: volume-buying IT professionals, innovators, early adopters, power users, resellers and integrators who drive the purchasing process for hardware products.

☞ More than 85% specify, recommend or approve PC purchases, with nearly 20% responsible for their entire enterprise.

☞ 75.9% specify, recommend or approve desktop systems (PCs)

☞ 68.4% purchase products for both work and home/personal use

☞ 88% visit Tom's Hardware Guide regularly (several times a week/month)

"IndustryBrains is pleased to begin this new relationship with Tom's Hardware Guide," said Erik Matlick, President, IndustryBrains. "This agreement demonstrates IndustryBrains' ability to extend the value of our technology search results into the most important business technology sites."

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 Tom's Hardware Guide

Launched in 1996 by Dr. Thomas Pabst (known to his legions of devotees simply as "Tom"), the site is now the best source for independent editorial reviews of cutting-edge computer hardware. Tom leads a team of veteran journalists and technology editors who are committed to maintaining the site's no-holds-barred brand of technology journalism. As a result, Tom's Hardware Guide readers have come to rely on the site for unbiased and authoritative articles on the products that matter to them and to help them make intelligent purchasing decisions. Having grown from humble origins into a powerful force in the PC hardware industry, Tom's Hardware Guide has expanded operations in the United States, Europe and Asia and features subsidiary sites in six languages.