

FOR IMMEDIATE RELEASE

Contact:

Elke Wong

212-209-3321

elke@industrybrains.com

IndustryBrains & USAToday.com Partner To Introduce the Specials & Deals Travel MarketPlace

NEW YORK, N.Y. August 23, 2004– IndustryBrains, Inc., a performance-based advertising network of premium branded sites, and USATODAY.com Travel, a web site to help travelers take control of the travel experience, today announced the "USATODAY.com Travel Specials Program."

With this new program (<http://www.industrybrains.com/usatoday>) advertisers can choose listing categories throughout the USATODAY.com Travel section, including the Specials & Deals area to reach a targeted audience and bid for placement by using an auction bidding system. IndustryBrains (<http://traveldeals.usatoday.com>) manages the placement of the listing.

The Deals Program is segmented into popular destinations such as Las Vegas and New York and is also segmented into travel categories such as air and hotel. Advertiser listings appear throughout the USATODAY.com Travel section, as well as other targeted locations throughout the travel section. Select deals are also distributed in a twice-weekly Specials & Deals e-mail newsletter.

"We are impressed by IndustryBrains and its site-specific product strategy," says Chat Joglekar, Manager, Business Development, USATODAY.com. "Our partnership with IndustryBrains complements our commitment to providing the most comprehensive products for our advertisers to reach their core client base."

"We are pleased to add USATODAY.com, one of the web's premier news sites, to our growing Travel/Leisure vertical," says Erik Matlick, CEO, IndustryBrains. "Our new, expanded relationship with USATODAY.com exemplifies our commitment to enabling premium web publishers to capture their fair share of pay-per-click revenue."

"The partnership between IndustryBrains and USATODAY.com has given us the opportunity to accomplish two important goals. First, we have expanded our partnerships beyond the technology industry, entering the travel market with a leading travel news web site. Second, premium publishers are finally able to implement performance advertising opportunities on their sites, and generate the yield that they deserve for the brand and audience that they deliver."

About USATODAY.com

[USATODAY.com](http://www.usatoday.com) is an award-winning news and information Web site that is updated 24 hours per day, seven days per week. Each month, more than 8 million unique monthly visitors access USATODAY.com News, Money, Sports, Life, Technology, Weather and Travel sections which combine the best of USA TODAY news and information and the latest breaking news with cutting-edge interactive features, information graphics and multimedia functions including audio, video and live Webcasts. USATODAY.com is owned by Gannett Co., Inc. (NYSE:GCI).

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>.