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**Ziff Davis Media Expands Partnership with IndustryBrains**

***MarketPlace Section is launched to provide additional opportunities for direct marketers***

**New York – March 03, 2003** - IndustryBrains, the only Business Performance Advertising Network and Ziff Davis Media, have partnered in order to create a MarketPlace section on all of Ziff Davis Media's Internet sites. This expanded partnership will provide additional direct marketing opportunities for technology advertisers.

Advertisers are now able to purchase text links on contextually relevant content pages throughout the Ziff Davis sites including: *PC Magazine*, *ExtremeTech*, *eWEEK*, *Baseline* magazine and *CIO Insight*. Advertiser links are purchased on a cost-per-click basis utilizing an auction bidding system provided by IndustryBrains and appear under the heading "**MarketPlace**". This new opportunity enables direct marketers to reach IT professionals at the most influential time during the buying cycle on targeted sections of these premium sites.

Specifically, Ziff Davis Media editors identified a variety of categories from Ziff Davis Internet's editorial taxonomy to reach Senior IT and Technology Decision Makers audiences. For example, "Senior IT – Client Hardware" and "Technology Decision Makers – Enterprise Hardware" are two technology categories related to hardware articles but targeting a different audience segment.

"We are excited to be growing our relationship with one of the most trusted technology media companies on the Internet," said Erik Matlick, CEO, IndustryBrains. "It's clear that Ziff Davis views quality paid listings from IndustryBrains as a strategic priority."

"This expanded relationship with IndustryBrains enables us to create a new marketing opportunity for our existing advertisers, along with the ability to attract new advertisers," said Jason Young, Vice President and General Manager, Ziff Davis Internet. "Most importantly, our users benefit from relevant vendor, supplier, and manufacturer information complimented by IndustryBrains' listings. This is a win-win situation for our users and our clients."

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**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 Ziff Davis Media, Inc.**

Ziff Davis Media, Inc. is a special interest media company focused on the technology and game markets. In the United States, the company published 10 industry leading business and consumer publication: PC Magazine, EWeek, Baseline, CIO Insight, Electronic Gaming Monthly, Xbox Nation, Official U.S. PlayStation Magazine, Computer Gaming World, GameNow and GMR. There are 38 foreign editions of Ziff Davis Media's Publications distributed in 69 countries worldwide. In addition to producing companion sites for all of its magazine, the company develops tech enthusiast sites such as ExtremeTech.com. Ziff Davis Media provides custom publishing and end-to-end marketing solutions through its Integrated Media Group, industry analyses through Ziff Davis Market Experts and produces seminar and web casts. For more information, visit [www.ziffdavis.com](http://www.ziffdavis.com)