

FOR IMMEDIATE RELEASE

Contact:

Elke Wong

212-209-3321

elke@industrybrains.com

IndustryBrains to Deliver Search Results To Ziff Davis Media's Websites

New York, NY – September 18, 2002 – IndustryBrains Network, the leading business performance-advertising network and Ziff Davis Internet, including *PCMag.com*, *ExtremeTech.com*, *Baselinemag.com* and *CIOInsight.com*, have entered into an agreement in which IndustryBrains will deliver its highly-targeted search results to the "Sponsored Links" section of Ziff Davis Media's websites.

"This partnership allows us to deliver highly relevant sponsored listings to our business buyers while they are searching for products and services," said Jason Young, General Manager, Ziff Davis Internet. "With the addition of Ziff Davis Internet to our network, IndustryBrains now reaches an additional 1.5 million qualified IT buyers. This partnership solidifies IndustryBrains as the largest cost-per-click network targeting business technology buyers. Delivering search results on these sites reflect our own continued commitment to serving the marketing needs of our advertisers while maintaining a continuum with quality editorial content from our partner sites," said Erik Matlick, President, IndustryBrains.

About IndustryBrains

IndustryBrains is the only business performance-advertising network. The company maintains a marketplace where advertiser can pay for placement in relevant content areas of well-established business technology sites and publications. Advertisers are only charged when a buyer on any of our affiliate sites click on the advertiser's listings(s). 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 9 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 and GameNow. There are 45 foreign editions of Ziff Davis Media's Publications distributed in 76 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