

## **Ziff Davis Enterprise and NetMediaEurope Announce Broad Partnership**

*JOINT DEAL LOCALIZES eWEEK.COM FOR EUROPEAN MARKET;  
EXTENDS GLOBAL REACH, EXPANDS MARKETING PROGRAM  
PORTFOLIO FOR BOTH COMPANIES*

New York, NY (March 26, 2008) – Ziff Davis Enterprise, B2B technology's trusted information and marketing resource, today announced a partnership with NetMediaEurope. Under this partnership, Ziff Davis Enterprise has designated NetMediaEurope as the licensed provider of localized eWeek.com sites in France, Italy, Spain and Germany. NetMediaEurope will serve as Pan-European sales and client services partner for Ziff Davis Enterprise's portfolio of integrated marketing programs, including demand generation, e-seminars and live executive events. Ziff Davis Enterprise will also be able to offer its clients branding opportunities across NetMediaEurope's portfolio of European websites.

NetMediaEurope was founded in July 2007 after a successful Management Buy-Out of the online assets of VNU Business Media Europe (a VNU branch, now known as The Nielsen Company) in four countries. Recognized as Europe's pre-eminent B2B media/marketing firm for the IT professional and technology marketer audience, the company's portfolio of more than 40 websites includes such brands as VNUnet, The Inquirer, PC Professional, Gizmodo and Silicon. The European launch of eWeek.com is planned for Q2 2008.

"NetMediaEurope's proven reputation in the European community of IT experts and technology marketers make them the ideal partner for us," said Steve Weitzner, chairman and CEO, Ziff Davis Enterprise. "They're well suited to readily address the heightened European demand for our content and services. In fact, NetMediaEurope has already begun delivering European face-to-face events and demand generation programs on behalf of our global customers. We are excited to have them on board."

This partnership is part of Ziff Davis Enterprise's overall strategy to expand the global reach of its editorial and marketing programs through an extensive network of best-of-breed local partners.

"We are thrilled to partner with Ziff Davis Enterprise," said Dominique Busso, CEO, NetMediaEurope. "It's an honor to bring the renowned eWeek brand to the discerning European IT community. Our insight into the European marketing needs of the B2B technology marketer and Ziff Davis Enterprise's extensive portfolio of integrated marketing programs will be a winning combination for our mutual clients."

**About Ziff Davis Enterprise, Inc.:**

Ziff Davis Enterprise, Inc. is B2B technology's trusted information and marketing resource. Millions of technology buyers rely on our relevant, objective content to identify the right solution for their organization. Over 300 technology companies, from industry giants to emerging start-ups, rely on our contextual marketing, content and audience development expertise to compress sales cycles and lower their go-to-market costs. Leading brands include *Baseline*, *CIO Insight*, *eWEEK*, [baselinemag.com](http://baselinemag.com), [ciainsight.com](http://ciainsight.com), [eWEEK.com](http://eWEEK.com), [WebBuyersGuide.com](http://WebBuyersGuide.com), the Developer Shed network, as well as eSeminar, Virtual Tradeshow, Event, and Custom Media services. Ziff Davis Enterprise has a global database of 4 million users representing an unparalleled community of business and technology professionals, developers, and the channel. [www.ziffdavisenterprise.com](http://www.ziffdavisenterprise.com)

**About NetMediaEurope:**

NetMediaEurope was founded in July 2007 after a group of leading managers in VNU together with the Online CEO, Dominique Busso, joined forces with Truffles Ventures in Paris to successfully carry out a Management Buy-Out of the online assets of VNU Business Media Europe (a VNU branch, now known as The Nielsen Company) in four countries. NetMediaEurope publishes a portfolio of websites aimed towards IT Experts. With its more than 40 sites across Europe, NetMediaEurope is the leading European B2B sales house to target the IT professional audience and market segment. Furthermore, NetMediaEurope is the exclusive pan-European sales representative for the online properties of Incisive Media (formerly VNU) in the UK and VNU in the Netherlands. Our portfolio includes brands such as Computable, The Inquirer, PC Professional, Gizmodo and Silicon. [www.netmediaeurope.com](http://www.netmediaeurope.com)

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