



For Immediate Release

***IT Business Edge* Passes 100,000-subscriber Milestone**

NarrowCast Group Reaches a Growing Audience
of Strategic IT, Executive Line-of-Business, and C-level Technology Decision Makers

Louisville, Ky. – November 10, 2004 – NarrowCast Group, LLC, a privately held media company that publishes *IT Business Edge* technology reports, today announced that it has registered its 100,000th subscriber. Since its launch in June 2003, *IT Business Edge* has seen rapid growth, achieving a critical mass of strategic IT, line-of-business, and C-level executives who own or share a stake in the technology purchase decision-making process at their companies.

IT Business Edge provides a timesaving way for technology and business decision makers to stay current on the IT issues that have the greatest impact on their companies. Subscribers receive comprehensive business technology intelligence in permission-based e-mail reports that feature in-depth analysis, research, and decision support information from hundreds of sources, filtered and summarized by *IT Business Edge* editors into an easy-to-read format.

“Reaching our 100,000th subscriber is a critical milestone for *IT Business Edge*,” said Phil Branon, president of NarrowCast Group. “It proves that this highly sought after demographic sees real value in the content we deliver in our weekly reports. It also ensures to our advertisers that their companies’ messages will reach not only a quality audience of high-level technology decision makers, but one of significant size.”

Subscribers can select any combination of eight weekly e-mail reports, each covering a vital technology topic—such as “Aligning IT and Business Goals,” “Outsourcing for Strategic Advantage,” and “Managing Compliance Standards.” These subjects were selected after examining research from a number of independent sources that rated the topics as having the greatest impact on business today.

“*IT Business Edge* has quickly established itself as a leading resource for business technology decision makers, with a rich audience that rivals that of other established technology publishing sites,” continued Branon.

About NarrowCast Group and *IT Business Edge*

Louisville-based NarrowCast Group, LLC, is a privately held media company. Its publishing model works to build customer databases of high-level business technology purchase decision makers. It then offers an array of premium information products and services to this high-value audience, as well as high-impact advertising and lead-generation programs to technology vendors. *IT Business Edge* represents the NarrowCast team’s latest venture in targeted information delivery. Conceived as a “technology intelligence agent” to keep subscribers abreast of developments related to their top IT priorities, *IT Business Edge* delivers in-depth analysis, research, and decision support information from hundreds of technology publishers, vendors, analysts, and associations. For more information about NarrowCast Group and *IT Business Edge*, visit <http://www.itbusinessedge.com/>.

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