



For Immediate Release

**NarrowCast Group, LLC, Secures \$850,000 in Series A Funding
to Publish *IT Business Edge***

**Executive Team that Founded TechRepublic to Expand E-mail-based Service
for High-level Business Technology Decision Makers**

Louisville, Ky. – April 12, 2004 – NarrowCast Group, LLC, a privately held media company that publishes *IT Business Edge* technology reports, today announced that it has successfully secured \$850,000 in its initial round of funding from a Louisville-based group of venture capitalists and individual investors that specialize in private equity finance. Under the company's current plan, this round of investment will see it to breakeven.

NarrowCast Group's executive team is the same group of seasoned publishing veterans that founded TechRepublic, the community Web site for IT professionals now owned by CNET Networks (Nasdaq: CNET). The team possesses unparalleled experience with nearly every major technology information publishing company in the United States, including Gartner Group (NYSE: IT), Ziff-Davis Media, IDG, and Reed Elsevier.

The company's first product – *IT Business Edge* – provides a new, 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-scan format.

Each of the six weekly *IT Business Edge* reports focuses on an IT priority that has been identified through careful research as being crucial to today's businesses. Subscribers can select any combination from the following topics:

- Integrating the Enterprise
- Aligning IT and Business Goals
- Empowering a Mobile Workforce
- Maximizing IT Investments
- Fortifying Network Security
- Optimizing Infrastructure

"The NarrowCast team and I have worked together for decades in the IT information publishing business," said Tom Cottingham, NarrowCast Group's chief executive officer. "We think the time is right to launch a new line of media products that meet the ever-changing needs of the 21st-century marketplace. We've already driven our subscriber base to the size that major advertisers like to see. This first round of funding will allow us to expand and compete in the IT information market just as it is beginning to grow again."

(more)



Until now, the partners of NarrowCast Group have funded the company themselves. Among the investors in the Series A round of funding were Louisville-based investment firms River Hill Capital, LLC, Anchorage Angels II, LLC, and Prosperitas Investment Partners, LP. “We look first and foremost at the experience and track record of management teams,” said Steven Bing, one of the principals at Prosperitas. “We’re confident that we’ve invested in a team that understands the IT information market like no one else, and we’re excited about the launch of their first product, as well as other ideas they’re developing.”

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>.

Editor’s Note: This press release includes forward-looking statements, which include, but are not limited to, statements regarding NarrowCast Group’s product offerings, market position, subscriber base, and growth in demand for its *IT Business Edge* brand of high-technology intelligence reports. These statements involve risks and uncertainty, and actual results could differ materially from those discussed in the forward-looking statements. Although NarrowCast Group believes its expectations reflected in such forward-looking statements are based on reasonable assumptions, no assurances can be given that such expectations will prove correct.

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