



For Immediate Release

**KnowledgeStorm Partners with *IT Business Edge*
to Offer New Information Service for Technology Decision Makers**

Atlanta, Ga. and Louisville, Ky. – March 3, 2004 – KnowledgeStorm (knowledgestorm.com), the Internet's most highly trafficked search site for IT product and service information, has partnered with IT Business Edge to provide a new service that will keep KnowledgeStorm users up to date on the technology solutions most critical to them. KnowledgeReports, launching this week, lets KnowledgeStorm users subscribe to any combination of six weekly e-mail reports: Integrating the Enterprise, Aligning IT & Business Goals, Empowering a Mobile Workforce, Maximizing IT Investments, Fortifying Network Security and Optimizing Infrastructure.

"IT Business Edge has developed a unique publishing model that keeps high-level technology decision makers current on many of the business issues that bring them to our site when they are researching specific IT solutions," said Jeff Ramminger, EVP of Products, Technology and Marketing for KnowledgeStorm. "Extending that service to our audience is a natural fit because it meets their needs so precisely. It also provides the technology companies that market through our specialty search site a means to reach customers between their visits to KnowledgeStorm."

Each of the six weekly KnowledgeReports focuses on an IT priority that has been identified as crucial to today's businesses. Delivered via permission-based e-mail, KnowledgeReports feature news, research and analysis from hundreds of sources, filtered and summarized by IT Business Edge editors, who point readers to related resources in the KnowledgeStorm directory.

"We're very excited about offering the KnowledgeStorm audience our summarized and contextualized view of business technology," said Tom Cottingham, Chairman and CEO of NarrowCast Group, LLC, which publishes IT Business Edge. "They're an important group of technology and business decision makers whom a lot of advertisers want to reach, and we'll be sending KnowledgeReports potentially to hundreds of thousands of them every week."

Each month, more than 1.6 million unique visitors search KnowledgeStorm for hardware, software and service listings, as well as white papers, case studies and webinars. Approximately 80 percent of those users directly influence technology-purchasing decisions. KnowledgeReports will be available to registered users of knowledgestorm.com, as well as registrants on most of the web sites KnowledgeStorm provides through its network of more than 20 syndication partners.

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About KnowledgeStorm

Founded in 1998, KnowledgeStorm is the Internet's most highly trafficked business technology search site and provides software, service, reseller and hardware information on thousands of IT solutions, alongside white papers, webinars and case studies. This information is available at KnowledgeStorm.com and through syndication partners including Yahoo!, The Wall Street Journal's StartupJournal.com, TechTarget, Aberdeen Group, InfoWorld, Fastcompany.com, Inc.com and DevX. More than 1.6 million visit KnowledgeStorm each month, and 80% of those visitors influence business technology purchase decisions. Visit KnowledgeStorm at <http://www.knowledgestorm.com>.

About IT Business Edge

IT Business Edge represents the latest venture in targeted information delivery by the team of publishing veterans at NarrowCast Group, LLC. Conceived as a "technology intelligence agent" to keep subscribers abreast of developments related to their top IT priorities, IT Business Edge delivers news, research and analysis from hundreds of technology publishers, vendors, analysts and associations. A team of seasoned journalists with decades of experience at organizations like IDG, Ziff-Davis and CNET scour the Web and summarize their findings in weekly reports that align with the most critical IT priorities facing today's businesses. IT Business Edge and NarrowCast Group were launched in 2003 by the executive team that founded TechRepublic, the community Web site for IT professionals now owned by CNET Networks.

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