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**NEW WEB SITE NARROWS THE SEARCH FOR BUSINESS TECHNOLOGY INFORMATION**

As Users Wade Through Search Results, IT Business Edge Adds Human Element to Search Equation

**Louisville, KY – January 10, 2006** – Despite the ongoing technology arms race among major search engine companies such as Google, Yahoo and Microsoft, users continue to have trouble finding useful information among the billions of documents flooding the Internet. The new Web site at [ITBusinessEdge.com](http://ITBusinessEdge.com) is solving that problem for business technology information seekers by reintroducing a forgotten element into the search paradigm: human expertise.

"There's just too much business technology information out there," explained Phil Branon, president of NarrowCast Group LLC, which publishes IT Business Edge. "Users have to sift through tons of irrelevant search results despite constant efforts by the search engines to improve their search algorithms. Even with the advent of more focused vertical search engines, it's a problem for business decision-makers who depend on information from the Web when making critical decisions about their business technology strategies."

Branon blames the problem in part on savvy Web marketers who use their understanding of how search engines work to inflate their presence among search results. "Companies like Google, Yahoo and Microsoft constantly refine their search engine algorithms, but Web marketing experts spend just as much time dissecting how the search engines work and figuring out tricks to make sure their information appears in search results before their competitors'. It's great for their business, but it's not always best for business technology decision-makers looking for information critical to their IT strategies."

The new ITBusinessEdge.com solves the problem of irrelevant search results by adding a human research team to the equation. IT Business Edge editors scour thousands of Web sites for business technology information, which they filter, summarize and store in a searchable database. The full database, which also includes links to original source content, is available as a free service at ITBusinessEdge.com. The site is supported by advertising and the sale of premium products in categories such as [IT management training](#), [security and disaster recovery](#) and [IT best practices](#).

"Our users don't have to worry about irrelevant information because our knowledgeable editors have already screened everything," Branon said. "And search results on our site are based on summaries and keywords attached by our editors, not HTML tricks applied by crafty marketers."

The new Web site extends the IT Business Edge technology intelligence service, which continues to publish the free weekly e-mail reports it has offered since launching in June 2003. In addition to a searchable database, ITBusinessEdge.com presents the latest content selected by its editors grouped under the same IT priorities that define its weekly report titles. The breakdown by IT priorities makes it easy for subscribers to find business technology information on topics like Microsoft Windows Vista (previously codenamed Longhorn), SOA, VoIP and ITIL that are most critical to their business goals. IT priorities covered by IT Business Edge include [Maximizing IT Investments](#), [Aligning IT & Business Goals](#), [Optimizing Infrastructure](#) and [Fortifying Network Security](#).

To learn more, visit <http://www.itbusinessedge.com>.

**About NarrowCast Group and IT Business Edge**

NarrowCast Group, LLC, is a privately held online media company that targets high-level business technology decision-makers. The company offers IT vendors varied opportunities to access this coveted audience through high-impact advertising and lead-generation programs. Through an array of partnerships with other publishers, NarrowCast Group also markets select books, training products and software tools directly to its subscribers, creating a diverse revenue model while meeting the comprehensive information needs of its customers. IT Business Edge is a "technology intelligence agent" that updates subscribers on developments related to their most critical IT priorities. Via its Web site

(ITBusinessEdge.com) and weekly e-mail reports, IT Business Edge delivers news, research and analysis aggregated from more than 1,300 technology publishers, vendors, analysts and associations. For more information about NarrowCast Group and IT Business Edge, visit [www.itbusinessedge.com/aboutus.aspx](http://www.itbusinessedge.com/aboutus.aspx).

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