

**FOR IMMEDIATE RELEASE**

**ZIFF DAVIS SALES VETERAN JOINS IT BUSINESS EDGE TEAM**

Simko to Grow West Coast Sales for Emerging Online Publisher

**Louisville, KY – November 8, 2005** –NarrowCast Group, LLC, today announced that Paul Simko has joined its *IT Business Edge* division as Regional Sales Director. Simko comes to NarrowCast from Ziff Davis Media, where he spent the past 16 years in sales and sales management for several of the technology publisher's print and online properties, including *CIO Insight*, *Baseline Magazine*, *PC Magazine*, and *PCWEEK*, and *eWEEK*.

Simko's last position with Ziff Davis was Regional Sales Director for *eWEEK*, where he was responsible for selling integrated marketing programs including print, online, webcasts and custom publishing. In 2005, Simko was an accomplished leader in market share and new business at *eWEEK*.

"Paul brings a vast amount of knowledge and expertise to the *IT Business Edge* team," said Ken Stout, Vice President of Sales, *IT Business Edge*. "He is a great addition to our veteran sales team, and together we have several decades of experience in this media segment."

*IT Business Edge*, NarrowCast Group's flagship product, helps technology and business decision-makers stay current on the IT priorities that have the greatest impact on their companies. More than 230,000 subscribers receive weekly e-mail reports featuring news, research and analysis aggregated from more than 1,500 sources, all filtered and summarized by *IT Business Edge* editors in an easy-to-scan format. NarrowCast Group and *IT Business Edge* were founded by the same management team that launched TechRepublic, the online community for IT professionals now owned by CNET Networks.

As Regional Sales Director for the Western United States Region, Simko will develop integrated marketing opportunities to reach the audience of strategic technology decision-makers at *IT Business Edge*. "I'm looking forward to the opportunity to participate in the continuing growth at *IT Business Edge*," he said. "Their experience and reputation in this segment of online publishing is unmatched, and I'm excited to be a part of this accomplished team."

**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 weekly e-mail reports, *IT Business Edge* delivers news, research and analysis aggregated from more than 1,500 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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