



For Immediate Release

**NarrowCast Group Appoints Ken Stout
as Vice President of Sales for *IT Business Edge***

Louisville, Ky. – May 17, 2004 – NarrowCast Group, LLC, a privately held media company that publishes *IT Business Edge* technology reports, today announced that Ken Stout has joined the company as Vice President of Sales.

Stout assumes responsibility for *IT Business Edge's* worldwide advertising revenue generation activities, including sales strategies and organization management. *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.

"Ken has worked closely with the NarrowCast team for many years, dating back to the early days of TechRepublic," said Phil Branon, president of NarrowCast Group. The company's executive team is the same group of publishing veterans that founded TechRepublic, the community Web site for IT professionals now owned by CNET Networks. "His outstanding publishing background and track record in building and managing successful IT-based ad sales programs are unparalleled," continued Branon. "Ken will have a significant impact as we continue to grow *IT Business Edge* as a premier channel for enterprises seeking to market to a quality audience of high-level technology decision makers."

Stout's career as a senior sales executive in the publishing industry spans more than two decades. Before joining NarrowCast Group, he was the vice president of advertising sales and operations at GameSpy Industries, which owns a network of online computer gaming websites. In that role, he was responsible for more than \$9 million in annual sales. Stout also held executive sales management positions at CNET Networks, TechRepublic, CMP Media, Expoconsul International, and Colgate Palmolive.

"For me personally, this is a great opportunity to get back together with a seasoned team that is once again helping to redefine IT media," noted Stout. "*IT Business Edge* has already proven that its aggregation-based publishing model appeals to subscribers and delivers a qualified audience for advertisers. I'm pleased to be a part of its growth."

(more)



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/>.

###

Media Contact:

NarrowCast Group, LLC
Jeff Yocom
502 583-8024 x309
jeff.yocom@narrowcastgroup.com