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MACWORLD ANNOUNCES 2008 BEST OF SHOW WINNERS

Award-winning editors scour the show floor to find the most innovative products at Macworld Expo.

SAN FRANCISCO, CA—January 16, 2008—Today, *Macworld*, the world's foremost Mac authority, revealed the annual Best of Show award winners during the 2008 Macworld Conference and Expo in San Francisco. The annual feature presentation honors those products that have pushed the boundaries of innovation, quality, and overall creativity. The presentation included video clips hosted by *Macworld* editors discussing the award-winning attributes and qualities of each Best of Show honoree.

The 2008 Best of Show winners are:

- Photoshop Elements – Adobe
- MacBook Air – Apple
- Guitar Hero III – Aspyr
- BusySync – BusySync
- Eye-Fi card – Eye-Fi
- Flow – GridIron Software
- Dictate – MacSpeech
- NEC MultiSync LCD3090WQXi – NEC
- OmniFocus – Omni Group
- Parallels Server – SWSOft
- VectorDesigner – TweakerSoft

“With the growing popularity of Mac products comes an influx of more innovative, original tools and services for Mac users,” said Jason Snell, VP/Editor in Chief of *Macworld*. “The 2008 Best of Show honorees are some of the most impressive we’ve seen yet – these winners redefine industry standards and raise the bar for what we can expect to see in the future.”

Editors considered hundreds of products before narrowing the field down to the 11 winners that were presented at this year’s Macworld Conference and Expo.

About Mac Publishing –

Mac Publishing, LLC, a subsidiary of International Data Group (IDG), the world's leading technology media, events, and research company, publishes the world's leading independent Macintosh magazine and Web sites. Every month *Macworld*, winner of the Folio: 2005 and 2006 Gold Eddie Award for Best Technology/Computing Magazine and the 2007 Jesse H. Neal Award for Best Online Article or Series, reaches an average issue audience of nearly one million Macintosh professionals and enthusiasts while Macworld.com garners an average of nearly 3 million monthly unique visitors and averages over 18.5 million monthly page views with visitors spending an average of 11 minutes and 15 seconds per visit (HBX: December 2006 – November 2007) .



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IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, Storage Networking World, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 900 IDC analysts in more than 90 countries provide global, regional, and local expertise on technology and industry opportunities and trends.

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