



PC WORLD AND MACWORLD WELCOME JASON BRIGHTMAN AS DIRECTOR OF WEB DESIGN

Award-winning Web designer relocates from New York to lead PC World and Macworld's online design efforts.

SAN FRANCISCO, CA—June 6, 2007—Today, *PC World* and *Macworld* announced the addition of Jason Brightman as Director of Web Design, a newly created position. In this role, Brightman will lead the online design team, helping to drive development of PCWorld.com and Macworld.com. He will work closely with various departments to bring a higher level of usability and enhance the site experience for users and marketers alike.

"We're thrilled to have Jason join our team," said Stephan Scherzer, SVP/general manager of PCWorld.com and Macworld.com. "He comes to us with an impressive portfolio of Web design work. His extensive experience in emerging technology development will support our strategy to bring the *PC World* and *Macworld* sites to a new level in terms of reach, usability, and user engagement."

Prior to joining *PC World* and *Macworld*, Brightman spent nine years at New York's Harris Publications, one of the largest special-interest publishers in the country. During his tenure as Director of Web and Emerging Technology, he led the strategic development of online brand extensions and mobile content channels. He has designed, developed, and produced numerous fashion, consumer, educational, and B2B sites including Verisign DBM, Domainsbot.com, and Afternic.com. Previous to Harris Publications, Brightman was with Sanpan Design, working on high-profile consumer-packaging pieces for HBO's "Six Feet Under," "Carnivale," and "Rome."

"I'm excited to be in San Francisco, and to work with such a dynamic team at respected media properties *PC World* and *Macworld*," stated Brightman. "I'm looking forward to enhancing these already rich websites by working with the online design team on everything from information architecture to imagery to create powerfully engaging user experiences."

Brightman holds a BFA in Communication Design from the Pratt Institute, and has been a featured speaker at several digital technology conferences including Digital Velocity, Folio:'s

-MORE-



PC World and Macworld Welcome Jason Brightman as Director of Web Design

2/2

ePublishing Roadshow, and the Adobe MAX Developers Conference. Also a writer, he authored and designed *Frayed Ends*, a collection of graphic novels. He and his wife live in the San Francisco Bay Area.

About Mac Publishing

Mac Publishing, LLC 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 the Mac Publishing Web presence garners an average of over 3.5 million monthly unique visitors. The Mac Publishing sites include: Macworld.com, PlaylistMag.com, MacOSXHints.com, MacworldProductFinder.com, and MacUser.com.

About International Data Group (IDG)

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 websites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.

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, 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.

Additional information about IDG, a privately held company, is available at <http://www.idg.com>.

Contact: Rose Kwass, 415/978-3168, rose_kwass@pcworld.com

*All product and company names are trademarks of their respective companies.

###