



Colin Crawford Promoted to President & CEO of IDG's PC World and Macworld Brands

SAN FRANCISCO (March 19, 2007) – International Data Group (IDG) has promoted IDG's Senior Vice President of Online, Colin Crawford, to president & CEO of PC World Communications and Mac Publishing, effective immediately. Crawford returns to Mac Publishing where he joined as chief operating officer in 1993 and then became president & CEO during his 10 year tenure. Most recently, he has served as an evangelist for IDG's transformation from a print publisher to a media company with a strong focus on online information and events

Crawford replaces Jeff Edman, who had served first as president & CEO of PC World Communications for seven years, and added the top executive role at Mac Publishing last year. Edman leaves PC World after 22 years where he rose from advertising management positions to become publisher in 1997 and president & CEO three years later.

Bob Carrigan, president, IDG Communications said: "No single person has contributed more to the success of PC World over the past two decades than Jeff. Colin will continue to build on that success by bringing his wealth of experience and knowledge about what marketers and readers expect online." Carrigan added: "Colin will accelerate efforts by both brands to wrap their award-winning editorial around user-generated content and vendor information, and stimulate interaction among readers."

Crawford said: "I assume leadership of two premier brands at the most exciting time in the media industry." In remarks as chair of the Magazine Publishers of America annual "Magazines 24/7" [Digital Conference](#) last month, Crawford explained: "Our role has evolved greatly from just being content creators – to being facilitators. Audiences will come to us and keep coming back if we provide the platforms, tools and environments that inform or entertain them and allow them the social connections they seek."

Crawford will work at PC World Communications and Mac Publishing headquarters in San Francisco.

About PC World Communications and Mac Publishing

PC World Communications, Inc. is the publisher of PC World, PCWorld.com (www.pcworld.com), and home of the PC World Test Center. The winner of the 2005 Maggie Award for Best Computer Magazine/Consumer, PC World has a readership of nearly 4.3 million total purchase influencers (IntelliQuest CIMS, Fall 2006: Total unduplicated, combined Average Issue Audience: Business, Home, and Dual Studies). With an average of over 7.1 million unique visitors per month (HitBox, October - December 2006), PCWorld.com, winner of the 2005 Neal Award for Best Web Site, is a leading online resource for technology product buyers and users.

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month Macworld, winner of the Folio: 2005 and 2006 Gold Eddie award for best consumer technology/computing magazine and WPA's 2006 Maggie award for best computer/consumer magazine, reaches 1.2 million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of over 3.5 million 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 publishes more than 300 magazines and newspapers in 85 countries including *CIO*, *CSO*, *Computerworld*, *GamePro*, *InfoWorld*, *Macworld*, *Network World*, and *PC World*. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and gaming worldwide. 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 LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. *IDC*, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 850 IDC analysts in 50 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>.

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