



IDG Communications Announces New President and CEO of PC World and Macworld

CNET Networks Executive Mike Kisseberth to Lead IDG Brands

September 18, 2007 – SAN FRANCISCO – A technology media leader, Mike Kisseberth, has been named president & CEO of PC World Communications and Mac Publishing, effective October 1. Since 2001 he has served in leadership positions at CNET Networks rising to senior vice-president of corporate sales and operations. During his tenure at the interactive media company, revenue among corporate accounts increased more than threefold. Kisseberth's oversight of accounts that advertised across the CNET Networks portfolio and involvement in company-wide ad operations gave him unique insight into a winning formula for brands in a constantly shifting media landscape.

His entire career has been devoted to the technology media industry including 11 years at PC World competitor, PC Magazine, where he started as district manager and was promoted to associate publisher for the West Coast. In addition to Kisseberth's tenure at the Ziff-Davis publication, he was vice-president of sales at Cybereps, an interactive sales firm that represented approximately 60 websites and ad technology companies. He began his sales career at Byte, a technology magazine owned by McGraw-Hill.

IDG Communications President, Bob Carrigan, who served as interim CEO at PC World and Macworld, said: "We are very pleased to have a tech media leader like Mike, who has extensive experience in online, join us. He has a record of leading teams to impressive revenue growth at several companies. Mike is the ideal executive to help accelerate PC World and Macworld's online business."

Kisseberth, a resident of Tiburon, Calif, said: "I am excited to be CEO of two brands that are leaders in their categories. I look forward to working with my colleagues at PC World and Macworld as we add to a record of success."

He will work at PC World and Macworld headquarters in San Francisco.

About PC World and Macworld

PC World Communications, Inc. is the publisher of PC World and PCWorld.com. The winner of the 2007 Maggie Award for Best Computer Magazine/Consumer, PC World has a readership of 4 million total purchase influencers (IQ CIMS, Spring 2007: Total unduplicated, combined AIA: Business, Home, and Dual Studies). Averaging over 6.6 million unique visitors per month (HBX, May 2007 – July 2007), PCWorld.com is the winner of the 2007 ASBPE Award for BtoB Web Publication of the Year, offering readers Solutions for a Connected World™.

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month Macworld, winner of the Folio: 2006 Gold Eddie award for best consumer technology/computing magazine, reaches one million Mac professionals and enthusiasts while the Macworld family of sites garners an average of over 3.5 million monthly unique visitors.

PC World Communications and Mac Publishing are subsidiaries of International Data Group (IDG), the world's leading technology media, events, and research company.

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