



501 Second Street, San Francisco, CA 94107 | 415.243.0505 | www.macworld.com

MACWORLD WELCOMES ROMAN LOYOLA AS SENIOR EDITOR

Loyola leaves position as Mac|Life's Reviews Editor to join the award-winning Macworld editorial team.

SAN FRANCISCO, CA—February 15, 2008—Today, [Macworld](http://www.macworld.com) announced the recent addition of Roman Loyola as Senior Editor. In his new role, Loyola will focus primarily on expanding online product reviews to bring more timely coverage to Macworld.com. He will also be working closely with the Macworld Lab on round-ups as well as contributing to the [Mac Gems blog](http://www.macworld.com/3394) (<http://www.macworld.com/3394>). Another one of his responsibilities is working to enhance the presentation of reviews online.

"With an extensive background in reviews, Roman brings unique expertise and knowledge to the table," said Jason Snell, VP/Editorial Director of Macworld. "We're pleased to have him here and look forward to his contributions to Macworld's editorial efforts."

Loyola joins Macworld from Mac|Life where he started in 2004 as a reviews editor for both their print and online properties. Prior to that, he worked as a Web Producer for "The Screen Savers," a show on the TechTV cable network. He has also served as Associate Editor at Productopia.com, Technical Editor for Windows NT Systems, and Associate Editor at MacUser.

"I'm thrilled about the opportunity to participate in the expansion of Macworld.com's reviews," said Loyola. "I'm eager to get to work on enhancing the online reviews content for the Macworld community."

A Bay Area native, Loyola and his wife currently reside in San Francisco.

About Macworld:

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).

About International Data Group:

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include 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, 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. Additional information about IDG, a privately held company, is available at <http://www.idg.com>.

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

Contact: Rose Kwass, (415) 978-3168, rose_kwass@macworld.com