



International Data Group Media Sites Tuned for Web-enabled Mobile Devices

mDog Technology Powers Mobile Versions of Industry's Leading Technology Web Sites

BOSTON (March 20, 2007) – International Data Group (IDG) is now offering news and information tailored for smartphones and mobile devices. IDG is the first technology media company in the US to offer content tailored for those devices.

All IDG online media properties in the US--cio.com, computerworld.com, csoonline.com, gamepro.com, infoworld.com, macworld.com, networkworld.com, and pcworld.com--are tuned for smartphones and mobile devices. When a consumer enters a standard URL on a device, the mDog system automatically brings the visitor to the site with the mobilized content.

“Our readers are some of the most mobile, technologically sophisticated consumers of news and information,” explained Bob Carrigan, president, IDG Communications. “We want to be out front in meeting their needs and learning how often they use and how much they rely on mobile content.” IDG will receive reports on how visitors are interacting with the sites. Carrigan said: “We selected mDog technology because it is the best available for rendering content and it allows us to sell advertising designed for the mobile reader.”

Keith Gerard, founder and president, mDog, said: “We are eager to work with IDG because of its leadership position in technology media. Technology users will now be able to obtain the information they want any time from both the IDG sites and from mdog.com.” Mdog technology is compatible with all wireless carriers and any web-enabled mobile equipment with a browser such as Blackberry, Treo, Windows Mobile, Sidekick, and most Nokia and Motorola Q handsets.

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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>.

About mDog

Mdog.com is the world's most comprehensive destination for mobile search, mobile web and mobile blogging. Mdog.com sets a revolutionary precedent by offering the richest and most featured robust mobile Internet experience, accessible to all web-enabled mobile devices regardless of brand or carrier service. In addition to its consumer offering, mdog.com licenses its mobile platform to a number of leading Internet content providers that include Forbes.com and Nielsen eMeida. A PC-based demo is available online at the company website mdog.com."

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