

**MACWORLD HONORED WITH NEAL AWARD
FOR BEST ONLINE ARTICLE OR SERIES**

Premier Apple & Mac information resource recognized for editorial excellence by the American Business Media.

SAN FRANCISCO, CA—March 27, 2007—*Macworld* won the award for Best Online Article or Series at the 53rd Annual Jesse H. Neal National Business Journalism Awards held in New York last Thursday. *Macworld*, the world's foremost Mac authority, was honored for the five-part series, "[A Maximum Look at a mini Mac](http://macworld.com/2642)" (macworld.com/2642) published online on March 13, 2006. Sponsored by the American Business Media (ABM), the Neal Awards recognize superiority in business publishing and are heralded as the "Pulitzer Prize of the business press."

Written by *Macworld* Senior Editor Rob Griffiths, "A Maximum Look at a mini Mac" was a 15,000-word examination of Apple's Mac mini Core Duo, one of the first available Intel-based Mac systems. In addition to being an in-depth report about a specific Mac model, Griffiths' story also answered numerous burning questions Mac users had about Apple's transition to the Intel chip architecture, including issues involving performance of Apple's Rosetta code-translation technology and Intel's integrated graphics technology.

"This Neal Award win speaks to the depth of our writers' expertise and the great stuff that we're posting at *Macworld*," said Mac Publishing VP/Editorial Director Jason Snell. "In this case, Rob Griffiths was able to analyze a new Apple product in amazing detail, providing readers with a complete picture of what it was like to buy and use one of the first Intel-based Macs."

"*Macworld* delivers the highest quality online content to the Mac community through the hard work and expertise of its dedicated editors," stated Mac Publishing President & CEO Colin Crawford. "We are truly honored to receive this prestigious accolade."

The Neal Awards are presented annually to those editors whose journalistic approach and editorial integrity has set them apart from their peers. There were 34 Neal Award winners out of 102 finalists from an original pool of 1,133 entries.

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"These journalists and editors deserve high praise indeed. Their expertise, skill and successful track records of informing the industry on issues of importance place them at the forefront of their fields," said Gordon T. Hughes II, ABM's President & CEO.

About Mac Publishing

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.

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