

FOR IMMEDIATE RELEASE:**IDG'S MACWORLD WINS SECOND CONSECUTIVE EDDIE AWARD FOR EDITORIAL EXCELLENCE**

Award-winning publication also victorious in the design category with a Gold Ozzie for Best Feature Design.

SAN FRANCISCO, CA—October 26, 2006—*Macworld*, the world's foremost Mac authority in print and on the Web, took home a prestigious Gold Eddie Award for Editorial Excellence and Gold Ozzie Award for Design Excellence at a ceremony held in New York earlier this week. Presented by *Folio*: Magazine, Eddie Awards are judged not against the competition, but by how well a publication lives up to its own editorial mission and the quality of its content.

"This is the second year in a row *Macworld* has won an Eddie Award for Editorial Excellence, and it's a well-deserved honor for the editors," said Jason Snell, VP/Editorial Director of Mac Publishing LLC.

"Each month the editorial and design teams strive to create a useful, informative print magazine and the fact that they do this while also creating the best Mac Web sites around is even more impressive to me. Congratulations to everyone involved!"

Macworld earned top accolades for its May 2006 issue, with a cover story of "The \$599 Media Mac." The award-winning issue also featured coverage of Apple laptops and desktops, OS X First Aid, and a Black and White Digital Photography Guide. The winning design entry, "Tiger Secrets Declassified" from the October 2005 issue, was a 14-page special section evoking thoughts of confidential, top-secret files.

The *Folio*: Awards follow on the heels of two Gold Maggie Awards for *Macworld* from the Western Publications Association. The June 2005 issue won for Best Computer/Consumer Magazine with a cover story of "Time-Saving Tips;" *Macworld* was also honored for Best Special Theme Issue in the Consumer Category for the "Total Tiger" edition.

About Mac Publishing, LLC:

Headquartered in San Francisco, Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month *Macworld* magazine, winner of the Folio: 2005 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, MacOSXHints.com, MacUser.com, and PlaylistMag.com

A subsidiary of International Data Group (IDG), the world's leading technology media, events, and research company, more information about Mac Publishing, LLC can be found at www.macworld.com.

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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 400 Web sites spanning business technology, consumer technology, digital entertainment, and gaming worldwide. IDG is a leading producer of more than 170 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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