

**FOR IMMEDIATE RELEASE:****IDG'S MACWORLD HIRES LESLIE PIPER AS WESTERN ADVERTISING DIRECTOR**

Award-winning publication taps industry veteran to spearhead print sales efforts in the West.

SAN FRANCISCO, CA—September 26, 2006—*Macworld*, the world's foremost Mac authority in print and on the Web, has announced the appointment of industry veteran Leslie A. Piper to the position of Western Advertising Director. In her new role, Piper will maintain current accounts while growing new business, and also work with clients to create specialized programs to effectively target the Mac audience. Previously she was the Senior Regional Sales Manager for *CMO* magazine; prior to that she served as the Director of New Business at Doremus Advertising.

"I'm thrilled to have Leslie join the *Macworld* sales team," said Paul Zampitella, Associate Publisher of Mac Publishing, LLC. "With her can-do attitude and proven track record, I am confident she will help lead us to new levels of success. Her collaborative, team-oriented style and unwavering dedication will fit in not only with the *Macworld* team, but also with our broad range of clients."

Based at *Macworld* headquarters in San Francisco, Piper is no stranger to IDG, having previously worked for CXO Media, *InfoWorld*, and *PC World*. A native of Iowa, Piper graduated from California State University at Fullerton with a degree in Communications with an emphasis in Advertising. She currently resides in the San Francisco Bay Area with her family.

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.

About 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 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>.

Contact:

Heidi Tanaka, 415/978-3168, heidi_tanaka@macworld.com

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

###