

Macworld

FOR IMMEDIATE RELEASE:

IDG'S MACWORLD PROMOTES PAUL ZAMPITELLA TO ASSOCIATE PUBLISHER

Industry veteran assumes top sales management position for Macworld magazine.

SAN FRANCISCO, CA—July 20, 2006—*Macworld*, the premier Macintosh magazine and Web site, has announced the promotion of Paul Zampitella to Associate Publisher. In his new role, Zampitella will lead print efforts while spearheading new opportunities for business development. Previously he held the title of Eastern Advertising Manager, where he managed both domestic and international sales efforts. During his tenure, nearly 30 new advertisers began campaigns both in print and online, including Sony's first-ever program in the Mac space.

"With his strong leadership skills, vast knowledge of the unique Mac market, and affinity for creating individualized sales programs for clients, Paul is the perfect candidate to fill this role," praised Jeff Edman, President and CEO of PC World Communications and Mac Publishing, LLC. "His dedication and ability to develop and implement innovative ideas make him a tremendous asset to *Macworld*. It will be exciting to watch his continued professional growth and we congratulate him on this well-deserved promotion."

Based in Massachusetts, Zampitella started with *Macworld* in May 2005 as the Eastern Online Advertising Manager and was assigned print responsibilities shortly thereafter. Prior to joining *Macworld*, he served as the East Coast Advertising Manager for *Campus Technology* magazine at 101communications. A native of Waltham, MA, Zampitella holds a BA in Political Science from Boston College. He currently resides in Reading, MA with his wife and two children.

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, PlaylistMag.com, MacOSXHints.com, MacworldProductFinder.com, MacUser.com, and JavaWorld.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>.

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