

For Immediate Release

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FierceMarkets Announces Acquisition by Questex Media

Leading B2B online media company to join forces with global B2B media and information provider

New York, NY January 22, 2008 – FierceMarkets (www.fiercemarkets.com), a leading online B2B media company, has announced its acquisition by Questex Media Group, Inc. (www.questex.com), a global, diversified business-to-business integrated media and information provider headquartered in Newton, MA.

The Jordan, Edmiston Group, Inc. (www.jegi.com), a New York-based independent investment bank that specializes in media and information, represented FierceMarkets in this transaction and acted as its exclusive financial advisor.

Based in Washington, DC, FierceMarkets helps business marketers reach targeted decision-makers through its portfolio of e-mail newsletters, web sites, webinars and live events focusing on the Telecommunications, Life Sciences, Healthcare, IT, and Finance industries. The company currently produces 19 targeted online publications, primarily marketed under the Fierce brand, including FierceWireless, FierceBiotech, FierceCIO, FierceHealthcare, FierceFinance and many others.

With 45% compound annual revenue growth over five years, more than 300 repeat advertisers, and triple-digit annual audience growth, FierceMarkets has established itself as a leader in the new generation of fast-growth media companies taking traditional trade publishing into the digital age.

“We at FierceMarkets are thrilled to join Questex,” said Jeff Giese, Founder and President of FierceMarkets. “Questex has a strong leadership team, a global footprint across numerous complementary markets, and a similar vision of creating a global, diversified B2B media company. I think they’re pretty darn ‘Fierce’. Combined with our expertise and reach in digital B2B, there is a lot of value we can create together.”

“Jeff and his team have built FierceMarkets into a leading B2B lead-generation organization serving key vertical markets,” added Kerry Gumas, Questex Media’s President and CEO. “Their business model is an excellent fit with Questex’s digital strategy to serve the new and evolving demands of readers and advertisers and facilitate a meaningful connection between the two audiences. We welcome Jeff and his team and look forward to working with them to further Questex’s focus on lead generation and integrated campaigns, which are top of mind for our advertising partners across all vertical markets served.”

About FierceMarkets

FierceMarkets, a leader in B2B e-media, provides information and marketing services in the Telecommunications, Life Sciences, Healthcare, IT, and Finance industries through its portfolio of e-mail newsletters, web sites, webinars, and live events. Every business day, FierceMarkets’ wide array of publications reaches more than 560,000 executives in over 100 countries. Current publications include: DailyTechRag; FierceBiotech; FierceBioResearcher; FierceBroadbandWireless; FierceCIO; FierceDeveloper; FierceFinance; FierceHealthcare; FierceHealthIT; FierceIPTV; FierceMobileContent; FiercePharma; FierceSarbox; FierceTelecom; FierceVoIP; FierceWireless; FierceWireless:Europe; IT-Wireless; and The Business VoIP Report.



Celebrating 20 Years!

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About Questex Media

Questex Media Group, Inc. is a global, diversified business-to-business integrated media and information provider that serves multiple industries including technology, telecommunications, beauty, spa, travel, hospitality, leisure, abilities, home entertainment, landscape design, building services and natural resources through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing services. The company's media properties include over 100 print and digital media publications, 45 conferences, tradeshow and events, and a range of research, data and information products. The company's operations include more than 500 employees in offices throughout North America, South America, Asia and Europe.

About JEGI

The Jordan, Edmiston Group, Inc. (JEGI) of New York, NY is a leading independent investment bank for the media and information industries. As a leading M&A advisor to media and information companies, JEGI has closed numerous high-profile transactions for: Global Media and Information Companies; Entrepreneurial Owners; and Private Equity and Venture Capital Funds. JEGI has established an impeccable reputation in the marketplace, which reflects its superior performance on behalf of its clients. The firm's executive team of investment bankers has over 200 years of combined experience across the media and information market sectors that JEGI serves.

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