



# For Immediate Release

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## CNET Networks Announces Sale of Computer Shopper Magazine to SX2 Media Labs

**(San Francisco, CA – February 6, 2006)** CNET Networks, Inc. (Nasdaq: CNET), a worldwide media company and creator of content environments for the interactive age, announced today the sale of its Computer Shopper magazine business to SX2 Media Labs LLC, a new company formed by David Sills and Stonybrook Capital. Computer Shopper magazine, in its 26th year of print publication, is a monthly guide to new technology, routinely featuring editorial and review coverage of more than 300 products per issue. The transaction is effective immediately and financial terms were not disclosed. The Jordan, Edmiston Group, Inc. (JEGI), the New-York based investment banking firm for the media and information industries, represented CNET Networks in this transaction.

“Computer Shopper has remained the premiere magazine for technology enthusiasts in a highly competitive and rapidly-changing industry,” said Barry Briggs, President of CNET Networks, Inc. “But, as our only print publication in the United States, Computer Shopper was not in a position to realize its full potential. This transaction will place the magazine in an environment more conducive to its growth while enabling CNET Networks to continue to focus on interactive content.”

“We’re excited about the opportunity to take Computer Shopper to the next level,” said Barry Schwimmer, Chairman of SX2 Media Labs. “We are impressed with the enduring popularity that the magazine has with its readers, thanks to the efforts of its top-notch editorial staff.”

“SX2 Media Labs will be focusing on new opportunities for growth and reinforcing Computer Shopper’s leadership position,” said David Sills, CEO of SX2 Media Labs. “We are committed to growing this business and using its powerful brand history to continue delivering quality editorial content and reviews about technology and products that change people’s lives.”

### **About CNET Networks**

CNET Networks, Inc. is a worldwide media company and creator of content environments for the interactive age. CNET Networks takes pride in being “a different kind of media company,” creating richer, deeper interactive experiences by combining the wisdom and passion of users, marketers and its own expert editors. CNET Networks’ leading brands, such as CNET, GameSpot, MP3.com, Webshots and ZDNet, focus on the personal technology, entertainment and business technology categories. The company has a strong presence in the US, Asia and Europe.

### **About SX2 Media Labs**

SX2 Media Labs LLC was formed in 2005 with the mission of becoming a major provider of technology enthusiast information. The acquisition of Computer Shopper Magazine marks the company’s first major step towards this goal.

### **About The Jordan, Edmiston Group**

Founded in 1987, JEGI ([www.jegi.com](http://www.jegi.com)) is recognized as a leading provider of investment banking services on middle-market transactions in the media and information industries. JEGI's client base comprises a wide array of media and information companies, including global US and international diversified conglomerates and entrepreneurial businesses. JEGI also maintains extensive relationships with private equity funds and lending institutions that invest in the media and information industries.

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