



For Immediate Release

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TechTarget Acquires 2020software.com,

The Top Site for Decision-Makers Evaluating Business Software at Small- and Mid-Sized Businesses

Ability to Convert Search Traffic into Leads Drives Fast Revenue Growth for Targeted Site

Needham, MA May 18, 2006 – Information technology (IT) media company TechTarget announced today it has acquired Los Angeles-based 20/20 Software, operator of the Web site 2020software.com. 2020software.com is the only site focused on providing detailed feature-comparison information and access to trial software for small- and medium-sized businesses (SMBs) seeking to purchase CRM, ERP, accounting, human resources, sales force automation and other business software.

20/20 Software was advised in the transaction by The Jordan, Edmiston Group, Inc., a New York City-based investment bank specializing in the media and information industries.

TechTarget will operate 2020software.com as a separate site within the TechTarget network of media for targeted communities of IT buyers and decision makers. Christina Morrison, vice president of sales and marketing for 20/20 Software, will join TechTarget as general manager of 2020software.com.

2020software.com to Expand TechTarget Portfolio of Media Focused on Lucrative SMB IT Buyers

TechTarget's acquisition of 2020software.com increases the depth of its offerings for SMBs and fortifies the company's position as the top provider of media for IT buyers at US SMBs. TechTarget's SMB-focused media – *CIO Decisions* magazine, SearchCIO.com, and SearchSMB.com – are currently the leading advertising vehicles for IT marketers seeking to reach this large and growing market. A recent report by analysts AMI Partners estimates that software sales to US SMBs will increase by 10% in 2006, driven largely by purchases of CRM and ERP packages.¹ This figure is approximately two to three times the estimated rate of growth for enterprise software sales.

“2020software.com has been an integral component of our marketing mix, enabling us to successfully reach key decision makers within small and mid-sized businesses,” said Eric Martorano, director of marketing, Sage Software, a supplier of business management software and services that has more than 2.5 million small and mid-sized business customers in North America. “We have found that 20/20 Software's deep penetration of the SMB market has helped us gain exposure among our best prospects and regularly produces a significant number of qualified opportunities for our accounting solutions Sage MAS 90, Sage MAS 500, and Sage Accpac, as well as for our CRM solution Sage CRM SalesLogix. Because decision-makers come to 2020software.com to compare product features and request software demos, the leads we get from the site represent buyers who are further along in the purchase-consideration process, and thus convert to sales more quickly and at a higher rate than leads from other online sources.”

¹ AMI Partners defines SMBs as companies having less than 1,000 employees.

Shifts in Use of Media, Advertising Budgets Favors Targeted Online Media Reaching Buyers in Research Mode

Founded in 1996, 2020software.com has doubled its revenues annually for several years running by capitalizing on the convergence of several phenomena: the increased reliance on search engines by business IT buyers researching IT purchases; and the dramatic shift in advertising dollars away from broad, traditional media toward media that serve visitors in buying and research mode, chief among them, search engines and highly targeted online media. 2020software.com's advertisers are the top providers of business software, including Microsoft, SAP, and Sage Software, a \$585 million company providing business-management products and services to small and medium-sized businesses in North America.

"2020software.com has grown dramatically by delivering powerful return on investment to its advertisers, who have rewarded the site with larger and larger shares of their advertising budgets," said TechTarget CEO Greg Strakosch. "These advertisers report that qualified prospects are drawn to 2020software.com by its consistently high search-engine rankings, its unique demo-request and feature-comparison model, and its SMB focus. 2020software.com's model is an ideal complement to TechTarget's ROI-focused media and fortifies our position as the go-to destination for IT marketers looking for effective ways to communicate with SMB IT buyers, a powerful segment neglected by other media companies."

"At 20/20 Software, we know the power of targeted online media to deliver qualified leads to advertisers," said John Dwyer, founder and principal, 20/20 Software. "We sought to sell 2020software.com to a media company that not only understood this dynamic, but had demonstrated year-over-year that it had the vision and innovative drive to execute on it. TechTarget has shown a single-minded commitment to delivering ROI for its advertisers and an ability to develop innovative advertising vehicles, like its SMB-focused media, that reach profitable market segments neglected by other media companies. TechTarget has the resources and vision to build on the success the site has enjoyed. Additionally, 2020software.com advertisers will benefit from the site's affiliation with TechTarget's SMB-focused media, its flagship Web sites and Research Library network on which millions of IT pros rely when researching IT purchases."

About TechTarget

TechTarget (www.techtarget.com) publishes integrated media that enable IT marketers to reach targeted communities of IT professionals and executives across the globe. Through its industry-leading Web sites, magazines and conferences, TechTarget delivers measurable results that help IT marketers generate qualified sales leads, shorten sales cycles and grow revenues. TechTarget's more than 2,500 advertisers include the leading IT companies in the world, among them, IBM, Microsoft, HP, Cisco, Oracle, Sun Microsystems, and Intel.

About The Jordan, Edmiston Group, Inc.

Founded in 1987, JEGI (www.jegi.com) of New York, NY 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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