

For Immediate Release

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TechTarget Acquires TechnologyGuide.com, Provider of Leading Technology Product Review Web Sites

Needham, MA June 18, 2007 – Information technology (IT) media company TechTarget, Inc. (NASDAQ: TTGT) today announced it has acquired TechnologyGuide.com, Inc., a company with a portfolio of Internet content sites that provide product reviews, price comparisons and user forums for mobile technology products, such as laptops and smart-phones.

TechnologyGuide.com 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 the TechnologyGuide.com sites NotebookReview.com (notebook computers), Brighthand.com (smart-phones) and TabletPCReview.com (mobile computing devices), and Ajaxian.com, as separate sites within the TechTarget network of media for targeted communities of IT buyers and decision-makers.

The acquisition of TechnologyGuide increases the depth and range of TechTarget's extensive portfolio of targeted IT resource offerings, further enhancing the company's position as a top provider of targeted content for IT professionals, and supporting TechTarget's ongoing, single-minded commitment to delivering ROI for its advertisers through its innovative, online advertising vehicles.

"TechnologyGuide.com is an ideal addition to our portfolio because IT professionals purchase a large volume of laptops, smart-phones and mobile computing devices, so TechTarget now offers additional, complementary, in-depth content for our audience. In many cases the leading advertisers in these markets already advertise these products on other TechTarget sites, so we now have an even more targeted offering," said Greg Strakosch, CEO of TechTarget.

About TechTarget

TechTarget (www.techtarget.com), a leading online Information Technology (IT) media company, provides IT companies with ROI-focused marketing programs to generate leads, shorten sales cycles, and grow revenues. With its network of 41 technology-specific Web sites and over 5 million active registered members, TechTarget is a primary Web destination for IT professionals researching which products to purchase. The company is also a leading provider of independent, peer and vendor content, a leading distributor of white papers, and a leading producer of vendor-sponsored Webcasts and Podcasts for the IT market. Its Web sites are complemented by numerous invitation-only events and three magazines. TechTarget provides proven branding and lead generation programs to over 1,000 advertisers, including Cisco, Dell, EMC, HP, IBM, Intel, Microsoft, SAP and Symantec.

About JEGI

Celebrating its 20th anniversary in 2007, JEGI (www.jegi.com) is recognized as a leading provider of investment banking services for the media and information industries. JEGI has undertaken the sale of numerous entrepreneurial businesses and significant disposition engagements for a wide range of major media and information companies, including CNET, Dow Jones, Hearst, Jupitermedia, Nielsen Media (formerly VNU), Pearson, Reed Elsevier, Thomson Corporation and United Business Media.



Celebrating 20 Years!

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JEGI has also advised on the sale of assets for a number of leading private equity funds, including Abry Partners, Frontenac Company, Housatonic Partners, Pfingsten Partners, Seaport Capital, Warburg Pincus and Wicks Group of Companies.

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