



For Immediate Release

Contact: Adam Gross

Phone: 212-754-0710

Email: adamg@jegi.com

Evanta Acquired by DMG World Media

8th Fastest Growing Company in Oregon Looks Toward International Expansion, as It Joins European Media Giant

New York, NY June 27, 2006 – Evanta, Inc. today announced it has been acquired by dmg world media. Evanta, a three-year-old company headquartered in Portland, OR, has quickly become recognized as the premier producer of Fortune 1000 CIO executive conferences. As part of dmg world media, a premier international exhibition and publishing company, Evanta plans to expand the reach of its CIO Executive Summits internationally.

Each CIO Executive Summit is a unique peer-to-peer experience that blends content and contacts in an interactive format. With a clearly defined “by CIOs, for CIOs” directive, each Summit is overseen by a Governing Body, who steers the content and selects the speakers for each Summit. The CIO Executive Summit Governing Body is chaired by some of the world’s leading global organizations, including: Chevron; Coca-Cola; State Farm; General Motors; Altria Group (Philip Morris-Kraft Foods); Northrop Grumman; Wells-Fargo; among others.

Working in partnership with key business schools, professional associations, technology groups and a host of internationally recognized thought leaders, Evanta’s CIO-focused approach is designed to provide new insights, while expanding professional relationships. Summit attendance is by invitation only, so registrants are Chief Information Officers, Vice Presidents of IT and other pre-qualified direct reports, and line of business VPs.

“The interest that Evanta received from the investment community was remarkable,” said Scott Peters, Managing Director for The Jordan, Edmiston Group, Inc. (JEGI), who represented Evanta in this transaction. “Evanta has clearly created a unique product with huge potential for continued marketplace growth. I expect the company’s integration with dmg world media will prove to offer great opportunities for both parties involved.”

“This acquisition will help us realize our initial vision of creating a global company that offers value to billion dollar CIOs all around the world,” said Evanta President Bob Dethlefs. “Now, as part of a first-rate global company, Evanta will be able to offer opportunities for professional relationship building, collaboration and idea sharing on a global scale.”

“We are pleased that Evanta has joined the dmg world media Technology Group,” said Mark Carr, Executive Vice President, Technology, dmg world media. “It’s an excellent business, with a very well constructed by-invitation-only model that generates incredible quality and customer loyalty. The founders have built a first class team of people who will fit into our culture perfectly. We’re proud to have them join our business.”

About dmg world media

An international exhibition and publishing company, dmg world media (www.dmgworldmedia.com) produces over 300 market-leading trade exhibitions, consumer shows and fairs each year and publishes 45 related magazines, newspapers, directories and market reports. Dmg world media employs 700 people and maintains a worldwide presence through more than 30 offices in the United States, Canada, the United Kingdom, France, the United Arab Emirates, China, Australia, and

New Zealand. Dmg world media is a wholly-owned subsidiary of Daily Mail and General Trust (DMGT), one of the largest and most successful media companies in the United Kingdom.

About Evanta, Inc.

Evanta (www.evanta.com) recently received recognition as the 8th fastest growing company in Oregon. Earlier this year, they also received honors as one of the best places in the state to work. The company's CIO Executive Summits have become the most respected IT leadership conference in North America. The exclusive nature of these events has resulted in an annual "meeting of the minds" for the world's most influential technology leaders. In 2006, Evanta will facilitate Summits in twelve different cities throughout North America, including New York, Los Angeles, Atlanta, Boston, San Francisco, Chicago, Dallas, Detroit, Houston, Ohio, Washington D.C. and Toronto.

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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