



For Immediate Release

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Jupitermedia Reaches Agreement to Sell Its Search Engine Strategies Trade Shows and the ClickZ.com Network to Incisive Media for \$43 Million

(New York, NY – August 1, 2005) Jupitermedia Corporation (Nasdaq: JUPM) has reached an agreement to sell its Search Engine Strategies (SES) trade shows and its ClickZ.com Network of Web sites, including its well known SearchEngineWatch.com, to Incisive Media plc of London, England for \$43 million in cash, subject to certain post-closing adjustments.

According to Alan M. Meckler, Chairman and CEO, Jupitermedia, “As Jupitermedia increasingly focuses its efforts on its commercial images operations, we have looked for ways to redeploy assets to more rapidly grow our JupiterImages division.”

“The sale of these properties is evidence of our intent to be even more aggressive in the sale of commercial images. The funds received from the sale will strengthen our balance sheet and allow us to have greater buying power for more image acquisitions.”

For Incisive Media, a specialist business information provider across seven core markets, the acquisition represents an outstanding opportunity to buy the leading conferences and exhibitions in the rapidly growing global search engine marketing industry. Additionally, the acquisition will enable Incisive Media to strengthen its footprint in the US and to roll out the SES model across the other territories in which Incisive currently operates.

Tim Weller, Chief Executive, Incisive Media, commented: “I am very excited about this deal, which takes Incisive Media into probably the most exciting marketing services niche that there is: “Search.” Search has rapidly become the ‘killer application’ of the Internet and is the main driver behind the growth of Internet ad spending throughout the world. The SES conference series, supported by the ClickZ Web sites, are the primary source of information on search engine marketing and optimization.”

“This deal has all the hallmarks we look for in our acquisitions and more: this is a very high margin business with robust core earnings, and it is the market leader in a strong and rapidly growing global market niche.”

Jupitermedia was represented in this transaction by The Jordan Edmiston Group, Inc. of New York, NY, the leading investment banking firm for the media and information industries.

About Jupitermedia Corporation

Jupitermedia Corporation (Nasdaq: JUPM), (www.jupitermedia.com) headquartered in Darien, CT, is a leading global provider of original information, images, research and events for information technology, business and creative professionals. Jupitermedia includes JupiterImages, one of the leading images companies in the world with over 7.0 million images online serving creative professionals. JupiterWeb, the online media division of Jupitermedia, operates five distinct online networks, which include more than 170 Web sites and over 170 e-mail newsletters that are viewed by 20+ million users and generate more than 300 million page views monthly. Jupitermedia also includes JupiterResearch, a leading international research advisory organization specializing in business and technology market research in 18 business areas and 14 vertical markets; and JupiterEvents, which produces offline conferences and trade shows focused on IT and business-specific topics.

About Incisive Media

Incisive Media (www.incisivemedia.com) of the UK is a publicly-traded, fast-growing specialist business information provider operating in seven markets: retail investment; insurance; financial risk management; mortgage; capital markets/financial IT; private equity; and photographic. The Company delivers key information to defined target audiences across a variety of platforms in print, through magazines; in person via conferences and exhibitions; and online through its various Web sites. Incisive Media's market leading brands include Investment Week; Post Magazine; Risk; UNQUOTE ; and Your Mortgage.

About The Jordan, Edmiston Group, Inc. (JEGI)

Founded in 1987, JEGI (www.jegi.com) is widely recognized for its leadership in middle-market merger and acquisition advisory services for the media and information industries. Leveraging the shared insights and wisdom gleaned from hundreds of transactions, JEGI has built a client base that ranges in size from the largest media and information companies consolidating their portfolios to entrepreneurs selling their businesses or taking them to the next stage of development. JEGI's impeccable reputation reflects its knowledge and record of superior performance on behalf of its clients.

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