



For Immediate Release

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Paperloop Sells CMM International to PennWell

(Boston, MA – August 30, 2005) Paperloop announced today that it has sold the Converting Machinery and Materials (CMM) International conference and exposition business to PennWell Corporation. CMM is the premier trade show for the converting and package printing industry, and the recent CMM 2005 exposition in Chicago was the 15th edition of this biennial event.

With the sale of CMM, Paperloop continues to execute on the strategy announced earlier this year to focus on providing information products and services to the global pulp and paper, wood products/timber and tissue/nonwovens markets.

Paperloop CEO Rod Young noted, “CMM is the only converting-exclusive event in the world, and it’s a great fit for PennWell. As with our sale of the Tissue World franchise in February, the decision to divest this asset is another step in our strategic plan to extend our position as the leading provider of information in the forest products market and related sectors.”

Paperloop was represented in this transaction by The Jordan, Edmiston Group, Inc. (JEGI), a New York City based investment banking firm for the media and information industries.

About Paperloop

Paperloop’s (www.paperloop.com) mission is to provide the most valued information for and about the paper, pulp, forest, converting and allied industries. This is achieved through leading industry publications, such as the *Pulp & Paper* and PPI family of magazines and newsletters; RISI, experts in paper/forest products analysis and forecasts; Paperloop Benchmarking; and the foremost Web site for the paper industry.

About PennWell

PennWell Corporation (www.pennwell.com) is a highly diversified, business-to-business media company. Since 1910, PennWell has been known for providing comprehensive coverage of several strategic markets, including oil and gas, electric power, defense and many others. Today, PennWell publishes 45 business-to-business magazines and newsletters, conducts over 60 conferences and exhibitions on six continents, and has an extensive offering of books, maps, directories and database services.

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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