



For Immediate Release

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iMedia Communications Acquired by dmg world media's ad:tech expositions

(San Francisco, CA – September 26, 2005) dmg world media, producer of ad:tech expositions, the leading event organizer for global interactive marketing conferences and expositions, announced today the acquisition of iMedia Communications, publisher of iMediaConnection.com, the iMedia Connection newsletters, and producer of the iMedia Agency and Brand Marketer Summits.

“We are thrilled to announce the acquisition of iMedia,” said Don Knox, vice president of ad:tech expositions. “ad:tech is renowned as the best source for education, networking and technology solutions for interactive marketers. Working together with iMedia, we are sure to better serve the interactive marketing sector and its dynamic needs.”

By joining forces, ad:tech and iMedia will allow the interactive marketing community to network and share best practices and ideas about interactive media, marketing and technology in a variety of formats including:

- Large-scale, worldwide exhibitions and conferences;
- Exclusive summits for senior executives held at premier resort locations;
- Daily e-newsletters from imediconnection.com; and
- Job postings, resource directory services and online and offline professional networking.

“For iMedia and ad:tech to keep pace with the information, networking and business development needs of the highest growth medium since television, the resources and support of a global information company are essential,” said iMedia CEO Rick Parkhill. “dmg world media is firmly committed to this industry and has a long history of helping entrepreneurial companies achieve greater success. We could not have found a better partner.”

The combined organization will leverage dmg world media's reach into international markets to provide first-rate publishing and event products. Additionally, conference exhibitors and online advertisers will have the ability to access key industry targets via multiple real-world and virtual venues.

iMedia management and staff will continue to operate in Dana Point and Los Angeles, CA, with Rick Parkhill continuing as CEO. ad:tech expositions will remain in Larkspur, CA.

iMedia Communications was represented in this transaction by The Jordan, Edmiston Group, Inc., a New York City-based investment bank that specializes in the media and information industries.

About iMedia Communications

iMedia Communications, Inc. (www.imediaconnection.com) is a trade publisher and event producer serving the interactive media and marketing industries. The company was founded in September 2001 and is based in Dana Point, CA.

About ad:tech

ad:tech expositions, LLC is the leading organizer of conferences and exhibitions for the interactive marketing community worldwide. ad:tech produces the world's largest interactive marketing events held in New York, San Francisco, Chicago, London and Shanghai. ad:tech is a production of dmg world media. For listings of exhibitors, speakers, events and upcoming conference offerings, visit www.ad-tech.com.

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 800 people and maintains a worldwide presence through 38 offices in the US, Canada, Brazil, UK, France, United Arab Emirates, China, Australia and New Zealand. dmg world media is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT), one of the largest and most successful media companies in the UK.

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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