

For Immediate Release

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KnowledgeStorm Has Been Sold to TechTarget

New York, NY November 7, 2007 – KnowledgeStorm, Inc., a leading search resource for IT professionals that generates qualified leads for IT vendors, has been sold to TechTarget (Nasdaq: TTGT), for approximately \$58 million, comprising approximately \$52 million in cash at closing and 359,820 shares of unregistered common stock of TechTarget.

The Jordan, Edmiston Group, Inc. (JEGI), the New York-based provider of independent investment banking services for the media and information industries, represented KnowledgeStorm in this transaction and acted as its exclusive financial advisor.

“The acquisition of KnowledgeStorm further strengthens TechTarget’s leadership position and significantly increases its scale, customer penetration and value for advertisers,” commented Greg Strakosch, Chairman and CEO of TechTarget. He went on to note, “Our preliminary internal projections are that KnowledgeStorm will contribute revenues of \$12 – \$14 million and adjusted EBITDA of \$4.5 – \$5.5 million during the first 12 months post-integration. We expect the integration to be fully completed by the end of the second quarter of 2008 and further guidance will be provided when we report 2007 results in February.”

KnowledgeStorm generates approximately 3.5 million visits per month from IT professionals searching for information and has approximately 700 active advertisers, the majority of which are new to TechTarget.

About KnowledgeStorm

Founded in 1998, KnowledgeStorm (www.knowledgestorm.com) is the Internet's top-ranked search resource for technology solutions and information. Leveraging the KnowledgeStorm Network of premier partners and its extensive search expertise, KnowledgeStorm is able to reach technology buyers and deliver the information they need no matter where their search begins. KnowledgeStorm, with its network, search expertise and performance tools and services, is a powerful resource for technology vendors, providing them the most opportunities to reach buyers on the Internet and convert them into Web leads.

About TechTarget

TechTarget (www.techtarget.com) publishes integrated media that enable information-technology (IT) marketers to reach targeted communities of IT professionals and executives in all phases of the technology decision-making and purchase process. Through its industry-leading Web sites, magazines, conferences and its ROI-focused lead management services, TechTarget delivers measurable results that help IT marketers generate qualified leads, shorten sales cycles and grow revenues.

About JEGI

The Jordan, Edmiston Group, Inc. (JEGI) of New York, NY (www.jegi.com) is a leading provider of independent investment banking services for the media and information industries. As a leading M&A advisor to media and information companies, JEGI has closed numerous high-profile transactions for: global media and information companies;



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entrepreneurial owners; and private equity and venture capital funds. JEGI has established an impeccable reputation in the marketplace, which reflects its superior performance on behalf of its clients. The firm's executive team of investment bankers has over 200 years of combined experience across the media and information market sectors that JEGI serves.

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