

PRESS RELEASE



**Under New Management! TechTarget
Effective: August 8th, 2011**

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August 5, 2011

Danbury, CT-based list management and list brokerage firm Statlistics welcomes TechTarget to its prestigious portfolio of clients effective Monday, August 8th.

TechTarget publishes integrated media that enable technology providers to reach highly targeted communities of technology professionals and executives in all phases of their decision-making and purchase process. Through its industry-leading websites, conferences and ROI-focused lead management services, TechTarget delivers measurable results that help marketers generate qualified leads, shorten sales cycles and grow revenues.

These members are decision-makers who have purchasing authority on computer related products and services for organizations with annual technology spending greater than one million dollars.

“We’re pleased to be working with TechTarget, a recognized leader in their market.”, says Brian Manning, Vice President of Sales at Statlistics. “These files compliment our strength in this category, with our management of other leading lists from PennWell Publishing, Advantage Business Media, UBM Canon, and Access Intelligence, among others. We will also be developing new extended datacards, and other new masterfiles, from TechTarget’s rich, dynamic database.”

PRESS RELEASE

Under New Management!

SGC Horizon's Building Design + Construction, Construction Equipment, Custom Builder, Housing Giants, Professional Builder & Professional Remodeler

Coming Soon...Residential Construction Masterfile from SGC Horizon

Postal contact: Scott Perillo
Phone: (203) 778-8700, ext. 132 – email: s.perillo@statistics.com

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August 8, 2011

Danbury, CT-based list management and list brokerage firm Statlistics is pleased to add 6 SGC Horizon titles, *Building Design + Construction*, *Construction Equipment*, *Custom Builder*, *Housing Giants*, *Professional Builder* and *Professional Remodeler*, to our growing portfolio of commercial and residential construction list rental properties. The publications reach architects, engineers, contractors, remodelers, single-family home builders, equipment managers and owners & developers working in residential, commercial, industrial, institutional, single-family and multi-family markets.

Building Design + Construction serves the learning needs of architects, engineers, contractors, and property owners at design, build, and owning firms in commercial, industrial, institutional, and multifamily construction.

Construction Equipment serves the information needs of construction contractors, materials producers, and other owners and operators of construction equipment.

Custom Builder is the industry's premiere source for market analysis, design trends, business management solutions, and new product coverage for the custom home building market. The publication serves custom home builders, design builders, and residential architects.

Housing Giants serves home builders within the United States including owners, partners, managers and architects for general contractors, builders and developers. Each year Housing Giants ranks the top home building companies across the country.

Professional Builder serves the needs of the nation's home building community of builders, designers and trade partners by providing practical construction solutions to those who buy or specify building materials, products, and equipment.

Professional Remodeler serves top remodeling firms in the country by providing business management articles, design solutions and production information to residential, commercial and specialty remodeling contractors.

PRESS RELEASE

New to the Market!

Residential & Commercial Construction Masterfile from SGC Horizon

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Email contact: Turker Hassan
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August 15, 2011

Danbury, CT-based list management and list brokerage firm Statistics is pleased to introduce the Residential & Commercial Construction Masterfile from SGC Horizon. Magazine titles included in this masterfile are *Building Design + Construction*, *Construction Equipment*, *Custom Builder*, *Housing Giants*, *Professional Builder* and *Professional Remodeler*. The masterfile reaches architects, engineers, contractors, remodelers, single-family home builders, equipment managers and owners & developers working in residential, commercial, industrial, institutional, single-family and multi-family markets.

Building Design + Construction serves the learning needs of architects, engineers, contractors, and property owners at design, build, and owning firms in commercial, industrial, institutional, and multifamily construction.

Construction Equipment serves the information needs of construction contractors, materials producers, and other owners and operators of construction equipment.

Custom Builder is the industry's premiere source for market analysis, design trends, business management solutions, and new product coverage for the custom home building market. The publication serves custom home builders, design builders, and residential architects.

Housing Giants serves home builders within the United States including owners, partners, managers and architects for general contractors, builders and developers. Each year Housing Giants ranks the top home building companies across the country.

Professional Builder serves the needs of the nation's home building community of builders, designers and trade partners by providing practical construction solutions to those who buy or specify building materials, products, and equipment.

Professional Remodeler serves top remodeling firms in the country by providing business management articles, design solutions and production information to residential, commercial and specialty remodeling contractors.

PRESS RELEASE

New to Statistics: Dental Tribune

Postal contact: Jennifer Felling
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August 23, 2011

Danbury, CT-based list management and list brokerage firm Statistics is pleased to announce list management of Dental Tribune, “The World’s Dental Newspaper”. Published semi-monthly, Dental Tribune is an independent tabloid publication for general dentists and orthodontists. The newspaper delivers the latest news, information and industry’s movers and shakers from a variety of areas.

Dental Tribune’s controlled circulation reaches 104,409 readers and is filled with practical, up-to-date information on practice management, clinical procedures, industry news and events for general dental practitioners to use everyday in their practices.

PRESS RELEASE

Under New Management! Agent Media Masterfile

Contact: Marge Fernbach
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September 1, 2011

Danbury, CT-based list management and list brokerage firm Statistics is pleased to announce list management of the Agent Media Masterfile. Agent Media offers a reliable database of Life, Health, Property & Casualty, Annuity, Long-Term Care, Senior Insurance and Final Expense sales professionals within the insurance industry. Agent Media has a robust database of 1.8 million agents/registered reps within the United States. These small business owners and sales executives' offices contain less than 50 employees making them an ideal audience for offers ranging from continuing education, computer, high-tech, corporate gifts, fundraising, office supplies, advertising specialty, HR products and services to financial/investment offers.

About Agent Media

Agent Media is a division of Summit Business Media, the leading B2B media and information company serving the insurance, investment and professional service markets through a variety channels, including online, print and live events. Summit Business Media provides breaking news and analysis, in-depth practice management strategies, business building techniques and actionable data to the markets it serves. Through its Media and Reference Divisions, the company publishes 17 magazines and 150 reference titles. The Event Division hosts a dozen conferences in support of Summit Business Media's magazine brands. Summit Business Media's Data Division, comprised of Highline Data, Judy Diamond Associates and Agent Media, is the leading data provider of financial and marketing information on insurance companies, life and property casualty agents and investment advisors. As part of the Summit Business Media suite of products, Agent Media offers unmatched, cutting-edge technologies and resources from our team of experts to help you reach your marketing goals.

PRESS RELEASE

New to Statistics: Continuity Insights, published by Advantage Business Media

Postal contact: Jennifer Felling
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Email contact: Turker Hassan
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September 12, 2011

Danbury, CT-based list management and list brokerage firm Statistics is pleased to announce list management of Continuity Insights, published by Advantage Business Media. Continuity Insights targets business continuity professionals responsible for successfully planning and reacting to changes in their company's operational landscape. In the face of calculated events or unforeseen occurrences, this group ensures the resilience and security of their organization on all fronts, including information technology, finance, communication, and production.

This controlled circulation publication offers its 20,074 readers a clear perspective on dealing with events that can range from tragic natural disasters to more traditional business occurrences, such as mergers. Readers represent businesses and organizations that range in size and scope from small entrepreneurs to local and national government agencies to Fortune 500 companies operating on a global scale.

About Advantage Business Media

Advantage Business Media is an integrated business media company with a diversified portfolio of highly focused print publications, e-newsletters, specialized directories, vertical search databases, conferences, ancillary media vehicles, and associated web-based services. Founded in 2006 with the acquisition of Reed Business Information's New Product Division and building upon a 40-year combined legacy of influential Cahners, Chilton, and Gordon Publishing titles, today Advantage Business Media serves more than 1.3 million industry professionals in the science, engineering/design, electronics, and communications markets.

Advantage Business Media list properties include: Bioscience Technology, CED, CHEM.INFO, Drug Discovery & Development, ECN, Food Manufacturing, G&P (Genomics & Proteomics), Industrial Distribution, Industrial Maintenance & Plant Operation (IMPO), Laboratory Equipment, Manufacturing.net, Manufacturing Business Technology, MDT - Medical Design Technology, Pharmaceutical Processing, Product Design & Development, R&D, Scientific Computing, Surgical Products, Wireless Design & Development, and Wireless Week.

PRESS RELEASE

New to the Market! Mobile Backhaul Conference Registrants

Contact: Jennifer Felling
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September 23, 2011

Danbury, CT-based list management and list brokerage firm Statistics is pleased to announce list management of Mobile Backhaul Conference Registrants from Telecommunications Media Group. Reach mobile operators looking to plan, build, upgrade or maximize their backhaul network investments with the Mobile Backhaul Conference Registrants postal and email lists. Developed to help executives and technology professionals evaluate the various backhaul technologies, products, and techniques available today, Mobile Backhaul Conference's interactive sessions feature hard data, trends and forecasts, case studies and lessons from the field, and plenty of Q&A.

About Telecommunications Media Group

TMG is the most influential media outlet in the telecom industry worldwide, providing news and analysis to over 100,000 registered online users from every continent. Publishing for over 40 years, TMG serves the industry today with daily updates to their groundbreaking website, weekly email newsletters, live events, custom print products, and informational webinar series.

PRESS RELEASE



Under New Management! Tech Briefs Media Group

Contact: Jennifer Felling
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September 30, 2011

Danbury, CT-based list management and list brokerage firm Statistics welcomes Tech Briefs Media Group to its prestigious portfolio of clients effective Monday, October 3rd.

When the U.S. Congress formed the National Aeronautics & Space Administration in 1958, it mandated in the charter that NASA and its contractors must report to industry any new, commercially-significant technologies developed in the course of their R&D, so that engineers, managers, and scientists could use this valuable information to improve their competitiveness and productivity. For more than three decades, this has been accomplished primarily through the publication of NASA Tech Briefs.

NASA Tech Briefs is the largest circulation design engineering magazine. In addition to NASA Tech Briefs, Statistics has been awarded with the email and postal list management of Tech Briefs Media Group publications: Defense Tech Briefs, Medical Design Briefs, Lighting Technology, Embedded Technology, Imaging Technology, Motion Control Technology, Photonics Tech Briefs, and RF & Microwave Technology offering the most diverse, complete and responsive audience of decision making professionals from the design engineering market.

Under new management with Statistics, the Tech Briefs Media Group files will now allow marketers to reach deeper into general and corporate management professionals for both large and small business offers. Statistics will also focus on segmentation methodology to expand list usage in emerging markets across Bio / Medical, Energy / Power, LED / Lighting, Material / Chemical fields and Governmental entities.

Joe Pramberger, Publisher & President at Tech Briefs Media Group says, "Statistics' proven expertise in B2B list management and Tech Briefs Media Group's highly qualified, responsive lists will be a powerful combination for marketers looking to sell more in the engineering and technical space."

PRESS RELEASE

Under New Management! AmCon Show Attendees

Contact: Jennifer Felling
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October 13, 2011

Danbury, CT-based list management and list brokerage firm Statistics is pleased to announce management of the AmCon Show Attendees, formerly with InfoGroup. AmCon is a leading producer of trade shows for the contract manufacturing / job shop industry. AmCon show attendees are top-level OEM engineering, purchasing, quality and production professionals who are directly involved in buying custom metal, plastic, rubber and electronic parts and manufacturing services.

PRESS RELEASE

TheScientist

MAGAZINE OF THE LIFE SCIENCES

Under New Management! The Scientist

Contact: Jennifer Felling
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November 22, 2011

Danbury, CT-based list management and list brokerage firm Statistics welcomes **The Scientist**, previously managed by the Lake Group.

The Scientist, published by LabX Media Group, is the magazine for life science professionals dedicated to covering a wide range of topics central to the study of cell and molecular biology, genetics, and other life science fields. The magazine explores the latest scientific discoveries, trends in research, innovative techniques, new technology, business and careers. Subscribers are leading researchers in industry and academia who value insightful analyses and broad perspectives on life science topics both within and beyond their areas of expertise.

About LabX Media Group:

LabX Media Group is a fast-growing business-to-business publishing company serving the scientific research market with three primary business units.

Started in 1995, the company's flagship website, www.labx.com, is an online marketplace to buy and sell laboratory equipment and related products via auctions and fixed-price classified ads. Lab Manager Magazine is a free monthly publication covering the latest trends in the lab, including leadership and staffing, lab safety and new product technologies and is sent to laboratory professionals across the U.S., Canada, and the world.

PRESS RELEASE

technology review

**Under New Management!
Technology Review**

Published by MIT

(Formerly managed by IDG Communications)

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December 6, 2011

Danbury, CT-based list management and list brokerage firm Statistics welcomes *Technology Review*, The Authority on the Future of Technology, published by MIT. *Technology Review's* mission is to promote the understanding of emerging technologies and to analyze their impact for technology and business leaders. These subscribers are senior-level decision-makers who are active knowledge seekers. Some C-level executives are entrepreneurs, venture capitalists, engineers, developers, and researchers who create and fund the innovations that drive the global economy.

About Technology Review

Technology Review is an independent media company owned by the Massachusetts Institute of Technology (MIT). More than two million people around the globe read their publications, in five languages and on a variety of digital and print platforms. MIT publishes *Technology Review* magazine, the world's oldest technology magazine (established 1899); daily news, analysis, opinion, and video; and *Business Impact*, which explains how new technologies are transforming companies, disrupting markets, or creating entirely new industries.