

Channel Insider and Amazon Consulting Form Strategic Partnership

Combination of the leading channel media group and channel development group creates one-stop shop for channel acceleration.

NEW YORK, NY, August 19, 2008 – Channel Insider, a multimedia suite of IT reseller news and market intelligence published by Ziff Davis Enterprise, and Amazon Consulting, the leading channel consulting and professional services company, have entered into an exclusive strategic partnership to help IT vendors, original equipment manufacturers and value-added resellers accelerate their channel sales.

Under the terms of the agreement, Amazon Consulting, a Mountain View, CA-based firm specializing in the design, implementation and automation of partner models will be Channel Insider's exclusive provider of channel professional consulting. Amazon Consulting and Channel Insider will also collaborate in the development of market intelligence and research, events and new media offerings aimed at both vendors and resellers.

"This strategic partnership brings together two leaders in the channel to augment and enhance our mutual capabilities," said Lawrence M. Walsh, vice president and group publisher of Channel Insider. "Through our partnership, IT vendors will have one stop for the professional and media services and products they need to design and implement high-performing channel programs."

Channel Insider and Amazon Consulting have long enjoyed an informal partnership of sharing content and cooperation on events. The two companies have already launched a series of research projects designed to more deeply define the current challenges in the IT reseller channel and the dynamics of the marketplace. The first fully integrated research project on IT and channel labor trends is scheduled for release in mid-September.

"Amazon Consulting is delighted to collaborate with an industry leader like Channel Insider," said Diane Krakora, CEO of Amazon Consulting. "This alliance gives vendors a full suite of consulting services, research studies, and promotional opportunities to reach, recruit and retain high performing channel partners."

About Ziff Davis Enterprise, Inc.:

Ziff Davis Enterprise, Inc. is B2B technology's trusted information resource. Millions of technology buyers rely on our relevant, objective content to identify the right solutions for their organizations. Over 300 technology companies, from industry giants to emerging start-ups, rely on our contextual content, marketing, and audience development expertise to compress sales cycles and lower their go-to-market costs. Leading brands include Channel Insider, *Baseline*, *CIO Insight*, *eWEEK*, *Baselinemag.com*, *CIOInsight.com*, *eWEEK.com*, *WebBuyersGuide.com*, and the Developer Shed network. Ziff Davis Enterprise has proven marketing solutions for branding, engagement, and face-to-face events. Our products include print and online advertising, eNewsletter sponsorships, content syndication, eSeminars, virtual tradeshow, events, and custom media services. Ziff Davis Enterprise has a global database of 4 million users representing an unparalleled community of business and technology professionals, developers, and the channel.

About Channel Insider:

Channel Insider is dedicated to the providing IT resellers and partner community with the technology and market intelligence to increase revenues and grow their businesses. Channel Insider addresses the \$450 billion marketplace populated by more than 225,000 solution providers, services companies, independent software vendors, distributors, custom application developers, system builders, managed services companies and technology consultants. Channel Insider's rich news and analytics Web site, case-study and technology review magazine, market trends research, and virtual and face-to-face events provide its readers with a 360-degree view of the North America reseller channel. As a result, Channel Insider has the most robust and engaged channel audience.

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About Amazon Consulting LLC

Amazon Consulting, LLC is wholly dedicated to helping organizations in the technology industry increase profitability by effectively developing and leveraging their ecosystem partnerships. To learn more about Amazon Consulting's service offerings or hosted portal solution, PartnerPath, please visit www.amazonconsulting.com.

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