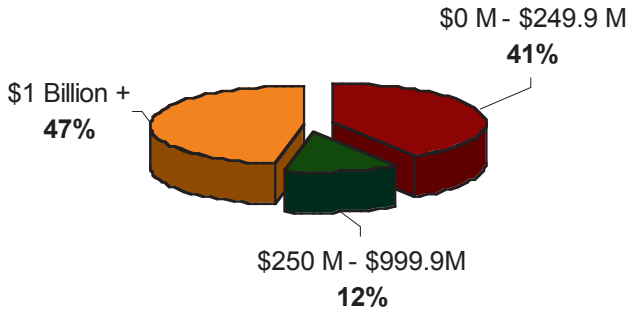


# Reach Top Decision Makers

## Reach Large And Small Businesses With Buying Potential

Annual Sales Of Site Visitors



## Data Storage Connection Buying Audience

Unique Users: 83,772

Sessions: 535,956

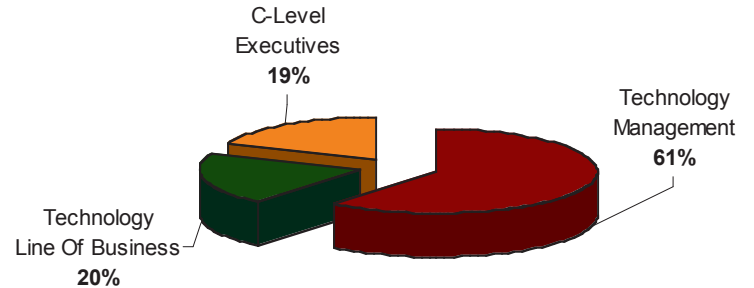
Page Views: 933,108

Newsletters Subscribers: 16,677

\*Publisher's data representing users as of April '05 – April '06 and newsletter subscribers

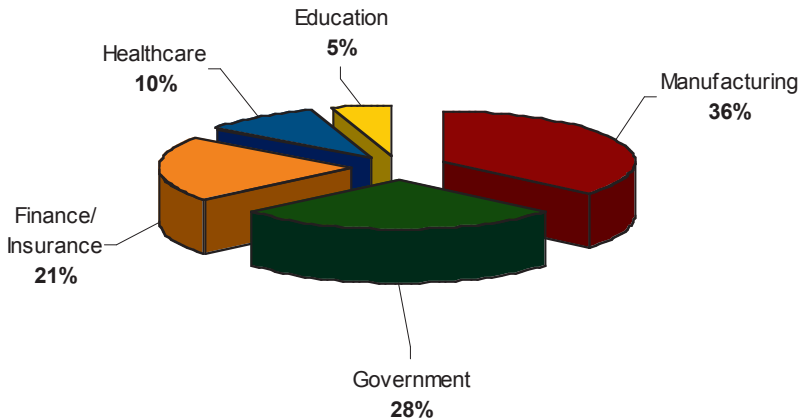
## Target Professionals With Purchasing Power

Job Titles Of Site Visitors By Percentage



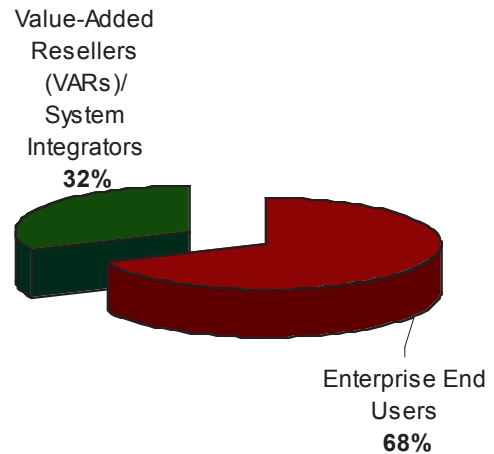
## Penetrate Multiple Vertical Industries

Vertical Markets Of Site Visitors By Percentage



## Target Direct Or Indirect Channels

Audience Composition



## Here Is A Sampling Of Businesses That Use Data Storage Connection

21st Century Insurance	Data Treasury	GE	Liberty Mutual Insurance
America Online	Defense Intelligence Agency	General Motors	Lockheed Martin
American Airlines	Enterprise Rent-A-Car	Georgia Pacific Corp.	Morgan Stanley
BlueCross BlueShield	Ernst and Young LLP	Guardian Life Insurance	NASA
Boeing	Exxon Mobil	Hallmark	NYC Transit Authority
CA Dept. of Transportation	FedEx	Harley-Davidson	Pacific Gas & Electric
Canisius College	First Energy	Home Depot	PepsiCo
Citgo Petroleum	Fleet Bank	JP Morgan Banks	Petco