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COMPUTERWORLD.COM UNVEILS ENHANCED SITE

New Appearance, Improved Navigation, and Expanded IT Topic Categories Enable Readers to More Easily Find Information They Want

Framingham, Mass. – April 27, 2010 – IDG’s [Computerworld](#), the leading IT media brand dedicated to providing peer perspective, IT leadership and business results, has a new look that significantly enhances the usability and appearance of Computerworld.com. Based on input from visitors, marketers, and editors, Computerworld.com has been updated to aid visitors as they explore topics in more depth and quickly find what they want, whether it is text or multimedia.

“Computerworld is the largest and most trusted resource providing IT news, analysis and peer-based experience to an audience of discerning Sr. IT managers with purchase authority,” said John Amato, publisher of Computerworld. “The site enhancements, robust navigation and new content channels will allow visitors to optimize their visit by easily accessing the content and tools they need to excel in their role and provide business results, as well as will offer new sponsorship opportunities to the vendors looking to reach this target audience.”

Computerworld’s 3.1 million worldwide unique visitors* will benefit from the new site elements including:

- Significant changes to topic categories for IT professionals to locate news and information: mobile operating systems, netbooks, data security, e-discovery, green IT, content management, application security, IT governance and compliance, enterprise Web 2.0/collaboration, virtualization, emerging technologies, Internet search, IT leadership and IT industry
- Pages redesigned including home page, article pages and news pages
- New headline and body fonts; larger type on the article pages for increased readability
- A wider story page, which allows images and videos to be displayed at the top of articles
- A new horizontal navigation system integrated with the refined logo bar, eliminating the left navigation column

These changes are in addition to the recently announced vertical sites on [IT Health Care](#), [IT Finance](#), and [IT Government](#)—providing Computerworld’s audience with in-depth analysis into these important segments. These sites organize content by industry rather than topic, offering visitors access to current information impacting their industry. “Computerworld continues to innovate in the way it creates and delivers content that Sr. IT managers require to successfully leverage transformational technologies, aligning with business goals, making Computerworld the leading IT site for companies looking to engage this hard to reach audience,” said John Amato.

“These changes represent a significant user-experience improvement for the Computerworld.com visitor,” explains Scot Finnie, editor in chief of Computerworld. “Computerworld is always looking to improve how it serves its readers as IT professionals spend more time online looking for information to make purchases, interact with peers, and do their jobs better.”

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide, providing peer perspective, IT leadership and business results. Computerworld’s award-winning Web site (<http://www.computerworld.com>), bi-weekly publication, focused conference series and custom

research forms the hub of the world's largest (40+ edition) global IT media network. In the past five years alone, Computerworld has won more than 100 awards, including 13 American Society of Business Publication Editors (ASBPE) awards in 2009, the 2009 Best Blog from the Neal awards, and 2006 Best Overall Web Publication from ASBPE. Computerworld leads the industry with an online audience of over 3 million unique, monthly visitors and a print audience of 1,059,000 readers each issue (IntelliQuest CIMS Fall 2009). Computerworld is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at www.idgenterprise.com.

* comScore Media Metrix, March 2010

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