

PRESS RELEASE

George Kalpakas joins IT Publication Hellas Ltd., as the new Head of the Sales Department of both technology titles, PC WORLD and COMPUTER ACTIVE

On July 4th 2005, George Kalpakas took over the position of the Sales Manager for IT Publications Hellas Ltd, the publishing house of PC WORLD and Computer Active magazines.

After carrying out his studies in sales techniques and marketing, George Kalpakas gained a long experience in the car area and has worked from 2003 to 2005, in Hachette Rizzoli S.A. as Group Advertising Manager and, from 1997 to 2003, in N.I. Theocharakis "Nissan" as After Sales Marketing Manager. In the past, he has also worked for Mobil Oil Hellas and Rilken.

The management of IT Publications Hellas Ltd., in the framework of enhancing its workforce with high market executives, welcomes George Kalpakas.

IT Publications Hellas Ltd publishes the monthly technology magazines PC WORLD & Computer Active, the biggest technology magazines at world-wide and European level, respectively.

PC WORLD is addressed to advanced users and professionals who make extensive use of technology products. It is a magazine that meets the needs of professionals in information technology, as well as the best vehicle for companies who wish to address that crucial market segment. **Digital World** comes out along with PC WORLD and reports the "digital world" that has entered the house of today

COMPUTER ACTIVE offers step-by-step advice and trustworthy product evaluations, using simple and easy to understand language. It is addressed to all those who have a computer at home and want to learn how to use it, quickly and easily.