

PRESS RELEASE

**IT Publications Hellas Ltd., releases
the new B2B publication
"CHANNEL PARTNER"**

Athens, September 29, 2005: IT Publications Hellas Ltd., in collaboration with VNU Business Publications (that publishes, inter alia, the magazines Computer Active and Computer Resellers News), has announced today the Greek Edition of the new monthly B2B publication titled "**CHANNEL PARTNER**".

CHANNEL PARTNER is addressed to the distribution channel of information technology and telecommunications products, as well as to the executives of manufacturers and distribution companies.

It was designed with the involvement of the market itself, in order to meet the needs and the problems that this faces, by suggesting real solutions. **CHANNEL PARTNER** aims to help increase the sales figures and the profit margin of the technology products' channel. This makes it a powerful sales tool, and a valuable partner to both the information technology channel and market, just as its name suggests: **CHANNEL PARTNER**.

CHANNEL PARTNER will be coming out 11 months a year, and it will be sent for free, by targeted mail, to the whole channel of information technology and telecommunications companies.

About IT Publications Ltd.

IT Publications Hellas Ltd., publishes the monthly technology magazines PC WORLD & Computer Active, the two 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.

Computer Active provides step-by-step advice and reliable product reviews in simple and coherent language. It aims to those who have a PC at home, and wish to know how to use their PC quickly and easily.