

# PRESS RELEASE

## **JAZD & Questex Media Group Announce Directory Partnership in 5 Global B2B Markets**

Andover, MA., March 12, 2009 - JAZD, the leader in on-line B2B directory service platforms, today announced that it has formed a partnership with Questex Media Group, Inc. to provide B2B buyers with the most comprehensive and effective online directories across five global markets.

1. Life Science Technology, Products & Services
2. Healthcare Technology, Products & Services
3. Communications Technology, Products & Services
4. Hotel Technology, Products & Services
5. Nightclub & Bar Technology, Products & Services

JAZD directories deliver complete listings of companies and products, deep industry content, user ratings & reviews, geographical search, side-by-side product comparisons, and downloadable product specifications, pricing and marketing literature along with an array of social tools for users to share information and network with peers.

JAZD and Questex will launch the first two of these directories in the Life Sciences and Healthcare Markets early this summer. JAZD will work directly with Questex Media Group's FierceMarkets Life Science and Healthcare digital brands to include detailed industry content and editorial insight into the directories assuring the highest quality user experience.

"JAZD's goal is to provide the most inclusive and useful online experience to buyers and sellers in industry-specific directory environments," said Jamie Bedard, Founder and CEO at JAZD. "The partnership between JAZD and Questex delivers a state-of-the art Web 2.0 Directory platform, deep industry focus and preeminent content."

"Robust online directories provide us another medium to interact with our audiences and create brand loyalty and engagement," said Kerry Gumas, President and CEO, Questex Media Group. "We've strategically chosen five markets at the start and are excited to work with JAZD to create unique online directory products that deliver great value to the end-user and marketers alike."

JAZD and Questex will launch all five directories by fall of 2009. Following FierceMarkets Life Science and Healthcare, JAZD will partner with Questex to launch Communications, Hotelworldnetwork.com and the Nightclub & Bar Media Group.

### **About JAZD Markets, Inc.**

JAZD is the leading B2B directory platform services company for B2B Trade Publishers, headquartered in Andover, MA. JAZD combines Directory placement, display advertising, lead generation, content integration; social media and vertical search into an innovative Marketing as

a Service (MaaS) directory platform where advertiser can measure and optimize the value from their on-line marketing spend. JAZ'D! operates multiple on-line B2B directory markets under the brands: [www.jazdchemicals.com](http://www.jazdchemicals.com), [www.jazdlifesciences.com](http://www.jazdlifesciences.com), [www.jazdhealthcare.com](http://www.jazdhealthcare.com), [www.jazdhotels.com](http://www.jazdhotels.com), [www.jazdnightclubsandbars.com](http://www.jazdnightclubsandbars.com), [www.jazdtech.com](http://www.jazdtech.com), [www.jazdfoodandbeverage.com](http://www.jazdfoodandbeverage.com), [www.jazdconstruction.com](http://www.jazdconstruction.com), [www.jazdcommunications.com](http://www.jazdcommunications.com), [www.jazdmanufacturing.com](http://www.jazdmanufacturing.com), [www.jazdhospitality.com](http://www.jazdhospitality.com), [www.jazdelectronics.com](http://www.jazdelectronics.com), [www.jazdoilandgas.com](http://www.jazdoilandgas.com), [www.jazdpackaging.com](http://www.jazdpackaging.com) where buyers can easily find and the right product/service.

### **About Questex Media Group, Inc.**

Questex Media Group, Inc. is a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA. Questex serves multiple industries including technology, beauty, spa, travel, hospitality, leisure, home entertainment, industrial specialties and service industries through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing services. The company's businesses are managed through operating companies including Questex Media Group and subsidiaries including InfoTrends, Inc., the world's leading strategic research and advisory services provider to the document management and communications industries; McLean Events International, Ltd, a world-leading producer of appointment-based events; Imaging Network, a leading business-to-business multimedia marketing company serving the office products channel; Five Star Alliance, the leading online luxury hotel booking service for the affluent traveler; and, Oxford Publishing, Inc., publisher and tradeshow producer serving the beverage and food industries; and FierceMarkets, a leading online B2B media company serving the telecommunications, life sciences, healthcare, IT and finance industries. Visit [www.questex.com](http://www.questex.com) for more information.

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