

For immediate release

e21 Magicmedia Strikes Partnership with International Media Provider Questex

Exclusive alliance to bring the best of both worlds

(HONG KONG – 22 June, 2006) Marketing communications, exhibition and event specialist e21Magicmedia today announced that they have signed an exclusive partnership agreement with US-based media provider Questex in unveiling a series of technology-themed conferences in Asia.

This new strategic partnership between e21 Magicmedia and Questex acknowledges the synergies both companies are able to reap with their respective expertise in event management and information technology. Questex will bring to the table its strong edge in content development, invitation of industry experts as well as promotion through its leading magazine titles such as ComputerWorld, ENA/Network World, Enterprise Innovation as well as other media channels, while e21 Magicmedia will be focusing on event management, liaison with professional associations, speaker invitation and soliciting sponsorship.

"The alliance is a successful marriage of our expertise in IT and event management with Questex's world class IT offerings and media channels," said Culsin Li, General Manager of e21Magicmedia. "I am truly excited about this new venture and the amazing window of opportunities it brings about."

"Together we have created a series of marketing packages that include PR, speaking opportunities, advertising, and online promotions which leverage the strengths of both organisations," explained Questex Managing Director Robert Ferguson. "We can better serve our senior IT and management audience with content to help them make better informed purchase decisions, delivered in the format they want. And for vendors we can create unparalleled impact, both at the event, as well as in the offices of the decision makers before and after the event, right up to the point of purchase."

According to Li, a competitive calendar of events involving authoritative speakers has already been planned in this initial stage. "Leveraging Questex's top-notch contents in various aspects of information technology, we will be rolling out a Storage Conference in Q4 this year, a SME Forum and CIO Forum

in Q1 2007, followed by our flagship event Info-Security Conference in May and a Mobility Congress in Oct,” Li added. “In fact, we are already planning for the next phase of cooperation.”

Both e21Magicmedia and Questex are hoping to extend the partnership into other emerging markets in Asia, with China topping the priority list.

###

About Questex Media Group, Inc.

Questex Media Group, Inc. is a global, diversified business-to-business integrated media provider, headquartered in Newton, MA. Questex Media serves multiple industries including technology, travel, beauty, home entertainment, landscaping, and industrial and specialty markets through a range of well-established, market-leading products and services. The company’s properties include 23 trade publications, 25 conferences and tradeshow, as well as a host of databases and online media brands. Questex Media has more than 400 employees in offices throughout North America, Latin America, Asia, and Europe.

About e21 Magicmedia

Founded in 1989, e21 Magicmedia is an experienced and energetic Integrated Marketing Communications consultancy that focuses on the Greater China market with presence around the globe, including Beijing, Chengdu, Guangzhou, Hong Kong, Los Angeles, Shanghai, Silicon Valley and Taipei. With over fifteen years of US business experience and ten-year history of business in Greater China, e21 Magicmedia has expertise in exhibition services, event management, public relations and web marketing. Our clients include Agfa, BMC, BP, CANON COMMUNICATIONS LLC, Cyberport, DMX, IBM, Intel, Microsoft, Novell, SUN & Symantec etc. For details, please visit the following website: www.e21corp.com

Press contact

Ms. Angel Cheung

Tel: (852) 2960 1820

Fax: (852) 2960 1830

Email: angel.cheung@e21mm.com

Ms. Clara Tsang

Tel: (852) 2189 7377

Fax: (852) 2960 1830

Email: clara.tsang@e21mm.com