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**New York New Media Association Announces
"NYNMA's Top in Technology"
and "NYNMA's Technology to Watch 2003"**

**Companies to Exhibit at NYNMA's
Technology Showcase on November 7**

NEW YORK, October 22, 2002 – New York New Media Association (NYNMA) today announced its list of the Top in Technology Companies in the industry, and its Technology Companies to Watch 2003. The companies will exhibit at NYNMA's Technology Showcase, Thursday, November 7, 2002 at the Metropolitan Pavilion in New York City.

NYNMA's Technology Showcase brings together senior business and technology executives and entrepreneurs from throughout the New York Tri-State area for a full day of business connections, financing programs, panel discussions, and exhibits. The conference program will highlight this year's theme, "Real Business Solutions and Connections," in which leading business and technology executives will share smart business tactics, real-world case studies, and proven success stories.

"With the announcement of our Top Technology lists, NYNMA acknowledges the leadership and success of companies that have set the tone for continued industry growth, as well as those that are quickly following in their footsteps," said Alice Rodd O'Rourke, President of NYNMA. "The Technology Showcase is an opportunity for both types of companies to interact and learn from each other's experiences."

NYNMA's Top Technology Companies recognizes those companies with a history of success, who have played a significant role in fostering the growth of the technology industry throughout the New York region. This year's Top Technology Companies are: AGENCY.COM; Cheetahmail; Content Directions; DataSynapse; Flarion Technologies; LinkShare; Mimeo, Partsearch Technologies and Solbright.

"It's really exciting to have our accomplishments recognized by NYNMA at this year's Technology Showcase," said Peter Lee, CEO of DataSynapse, Inc. "We are planning another year of aggressive growth, and will continue to look to NYNMA for the guidance and insight we need to make this happen."

NYNMA's Technology to Watch 2003 program highlights those companies that have demonstrated strong potential for growth through their corporate strategy, business model, and technology platform. The Technology Companies to Watch 2003 are: CA Technology; Consumer's Union; DigiGAN; Exclaim Enterprises; IC3D and

Kaleidoscope Learning. This program is sponsored by the law firm Brobeck, Phleger & Harrison LLP.

"The companies represented in this Pavilion are indeed the future of the technology industry in the New York City area," said Ellen Corenswet, Partner in Brobeck, Phleger & Harrison. "We are delighted to serve as host to these companies and look forward to seeing great things from them in the future. NYNMA plays an important role in affording emerging growth companies the opportunity for exposure to funding sources, strategic partners and customers and we are pleased to support such an effort" continued Corenswet.

For more information or complete details on exhibiting or any sponsorship opportunity, please visit <http://www.technologyshowcase.org/> or call 212.785.7898, ext. 302. Complimentary passes are available to members of the press, who are encouraged to register in advance by calling 732.863.1900.

About New York New Media Association:

NYNMA (www.nynma.org), a New York State non-profit association and division of SIIA, is a community of 5,000 media, finance and technology professionals from 3,200 companies with a strong interest in using innovative technologies to grow their business. NYNMA seeks to maximize the knowledge, skills and success of its membership, as well as the overall impact and recognition of its community. For the past seven years, NYNMA has been supported in its work by corporate sponsors, which includes such industry leaders as About, Con Edison Communications, Cushman & Wakefield, Google, Hale & Dorr, LLP, Hewlett-Packard Company, IBM, Intel, ITC@55 Broad, JPMorgan Chase, Microsoft, Morrison & Foerster, and PricewaterhouseCoopers.