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IDG WORLD EXPO ANNOUNCES THAT MACWORLD CONFERENCE & EXPO WILL TAKE PLACE IN BOSTON IN SUMMER 2004

Event to be held in the new Boston Convention & Exhibition Center, July 12-15, 2004

FRAMINGHAM, Mass. – August 29, 2003 – IDG World Expo, the leading producer of world-class tradeshows, conferences and events for technology markets, today confirmed plans for Macworld Conference & Expo® to take place at the Boston Convention & Exhibition Center (BCEC) July 12-15, 2004.

Macworld Conference & Expo spent 13 of its 19 years in Boston before relocating to New York City in 1998. On October 17, 2002, IDG World Expo announced plans for the event's 2004 return to Boston to be held in the new BCEC.

"After research and discussions with key stakeholders, including vendors, consultants and attendees, it is clear that Macworld Conference & Expo in Boston will provide great value to the Mac community," said David Korse, president of IDG World Expo. "We are excited to move ahead with our plans to present a Macworld event in Boston that will provide valuable education and networking opportunities for Mac enthusiasts."

Korse continued, "While there was some uncertainty about the event coming to Boston after the successful launch of Macworld CreativePro in New York this summer, we have decided to continue the Macworld tradition on the East Coast as originally planned. We look forward to the Macintosh community gathering in Boston."

For more information about Macworld Conference & Expo, visit www.macworldexpo.com.

About IDG World Expo

IDG World Expo (www.idgworldexpo.com) produces technology-focused tradeshows, conferences and events for professionals seeking world-class education, peer-to-peer networking and one-stop comparison shopping. As the leading technology event management company, IDG World Expo leverages its experience and knowledge of technology-focused events and conferences, enabling technology companies to capture the attention and loyalty of influential buyers. IDG World Expo's portfolio of conferences and events includes Macworld Conference & Expo®, LinuxWorld Conference & Expo®, Bio-ITWorld Conference & Expo™, COMNET Conference & Expo®, BiometricsWorld Global Series™ and Portable Power Conference & Expo™. IDG World Expo is a business unit of IDG, the world's leading technology media, research and event company.

About IDG

IDG publishes more than 300 magazines and newspapers and offers online users the largest network of technology-specific sites around the world through IDG.net (www.idg.net), which comprises more than 330 targeted Web sites in 80 countries. IDG is also a leading producer of 168 computer-related events worldwide, and IDG's research company, IDC, provides global market intelligence and advice through 51 offices in 43 countries. Company information is available at www.idg.com.

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