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FOR IMMEDIATE RELEASE

INFOCOMMERCE 2005 CONFERENCE ANNOUNCES KEYNOTE SPEAKERS

*Malloch of Hearst Business Media and
Pisaris-Henderson of MIVA to Speak*

PHILADELPHIA – JULY 7, 2005 – InfoCommerce Group, Inc. (www.infocommercegroup.com) announced today that Richard P. Malloch, president of Hearst Business Media, and Craig Pisaris-Henderson, chief executive officer, MIVA, Inc. will present keynote addresses at the InfoCommerce 2005 Conference to be held November 6-8, 2005, in Philadelphia.

InfoCommerce Group is the leading consulting and research firm serving the online data publishing industry.

The InfoCommerce 2005 conference (<http://www.infocommercegroup.com/conference>), known as the “working conference for the thinking publisher” is where the data publishing industry convenes, and publishing insiders acknowledge it’s where some of the most exciting and lucrative connections – among people, companies and ideas – are made. The conference theme this year is “Cracking the Quality Conundrum.”

InfoCommerce Group President Russell Perkins, who is also the conference’s producer, said, “Unlike other, more generalized conferences, we focus on one of the most strategically important and profitable segments of the information business. Databases are the epicenter of the online publishing revolution, and this conference serves as the annual home base for those who lead this industry.”

The conference is limited to 200 registrants and has always sold out.

Hearst Business Media, an operating group of the Hearst Corporation, operates more than 20 business-to-business information services, electronic databases and publications. During his November 7 keynote address, Malloch will discuss how Hearst Business Media is now benefiting from its early conversion to infocommerce.

MIVA, (formerly FindWhat.com), is the largest independent performance marketing network. It delivers qualified leads to advertisers, helps maximize revenue for partners, facilitates commerce for online merchants and provides relevant information to customers. During his November 8 keynote address, Pisaris-Henderson will discuss how quality is his company’s best weapon against significantly larger competitors, and why the future of online advertising depends on delivering it.

Christopher Kenton, Business Week Online columnist and senior vice president for technology marketing and public relations alliance GlobalFluency, will be the special guest at InfoCommerce 2005. Kenton has emerged as the thought leader in defining and exploring the most important issues reshaping business-to-business marketing. He'll address how to make quality real, how to zero in on that critical but slippery concept called "brand" and why the online user experience is a fundamental part of establishing product quality.

The InfoCommerce 2005 conference program is available at:
www.infocommercegroup.com/conference.

ABOUT INFOCOMMERCE GROUP, INC.

InfoCommerce Group provides consulting and research to its clients -- publishers of commercial databases from nearly 30 companies in seven countries, ranging from multi-nationals, to Internet start-ups, to family-owned publishers. InfoCommerce Group also publishes InfoCommerce Report -- the influential monthly print newsletter -- as well as a growing list of books and special reports. It produces the annual InfoCommerce Conference and the InfoCommerce Models of Excellence list and also identifies opportunities and coordinates investments in early-stage database content companies. More information about InfoCommerce Group is available at www.infocommercegroup.com, or by calling (610) 649-1200, ext. 252.

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