

Press Release

Brandchannel E-mail Newsletter Leaps Past 100,000 Subscribers

NEW YORK, December 3, 2007 – Brandchannel, the leading online magazine about branding, announced that its weekly update reaches over 100,000 subscribers with a total of 101,500 readers.

“The steady growth of our new subscribers points to growing interest in issues that affect brands and awareness of how brands influence our lives,” said Jim Thompson, editor of brandchannel.

Brandchannel’s weekly update now has more opt-in subscribers than Brandweek’s Daily Insider and Digest e-mail newsletters combined, based on statistics publicly available for Adweek Media on Adweek.com.

“Our weekly update is a roundup of original content, expert papers and tools that further your understanding of brands and help develop your career in branding,” said Thompson. “Combined with the number of readers’ recommendations for articles, the continued growth of our international community of subscribers highlights our content’s strength.”

The online magazine’s inclusive audience spans over 100 countries. Approximately 40% of its readers come from the agency side, 40% from the client side interspersed with members of the media and academia from a wide range of skill levels.

As part of its commitment to challenge its readers to think critically about branding issues, brandchannel will relaunch its annual awards recognizing brand achievement with an updated methodology in early 2008.

To learn more about the awards, sign up for brandchannel’s free weekly update by logging onto: www.brandchannel.com/register_submit.asp

About brandchannel (www.brandchannel.com)

Brandchannel is a Webby Business Award-winning online magazine dedicated to providing the world’s leading online exchange about branding. Launched in 2001, it features global, comprehensive perspectives across industries. Read by 101,500 subscribers and thousands more real-world practitioners and thought leaders from over 100 countries, brandchannel is an editorially independent endeavor of Interbrand, which supports its goal of creating an objective, central portal for branding knowledge.

For media inquiries, please contact:

Iris Yee — iyee@brandchannel.com, +1 212 798 7684