



Ziff Davis Enterprise Partners with Red Kite International

Exclusive Worldwide Licensing Further Expands Technology Brands and Services Worldwide

NEW YORK (November 16, 2011) - [Ziff Davis Enterprise](#), the leader in innovative products and services for engaging the IT buyer, announced today that it is partnering with [Red Kite International](#) to serve as its exclusive worldwide licensing agent.

Red Kite International will work with Ziff Davis Enterprise to develop and implement programs that further expand its brands, products, and services into the global market.

BRANDS	PRODUCTS/SERVICES	“We are eager to begin expanding our international presence and believe Red Kite is well suited to help us address our customers' interests in Europe and Asia,” said Steve Weitzner, Ziff Davis Enterprise CEO. “The principals at Red Kite have extensive experience in the technology media market and
eWEEK	eSeminars	
Baseline	Digital Universities	
CIO Insight	Face-to-Face Events	
Channel Insider	Custom Media Solutions	
Web Buyer's Guide		
Developer Shed Network		

we are excited to partner with them as our international agent.”

For information about licensing the worldwide Ziff Davis Enterprise portfolio, contact Michael J. Whalen of Red Kite International at (631) 928-8117 or michael.whelen@redkiteintl.com.

About Ziff Davis Enterprise, Inc.:

Ziff Davis Enterprise, Inc. is B2B technology’s trusted information resource. Millions of technology buyers rely on our brands – including eWEEK, Baseline, CIO Insight, Channel Insider, WebBuyersGuide.com, and the DevShed Network – for relevant, objective content to identify the right solutions for their organizations. Over 300 technology companies, from industry giants to emerging start-ups, rely on our contextual content, marketing, and audience development expertise to compress sales cycles and lower their go-to-market costs. Ziff Davis Enterprise has proven marketing solutions for branding, demand generation and digital engagement. Products include digital magazines, mobile and tablet advertising, online advertising and engagement solutions, content syndication, lead management, digital and face-to-face events, and custom media services. Ziff Davis Enterprise has a global database of 5.5 million users representing an unparalleled community of business and technology professionals, developers, and the channel. www.ziffdavisenterprise.com.

About Red Kite International:

Red Kite International works in partnership with businesses to develop and implement international market strategies and licensing programs. www.redkiteinternational.com