



FOR IMMEDIATE RELEASE

Former CMP Executive Joins Greentech Media

John Keough, Former CMP Group Vice President / Light Reading, Joins Greentech Media

Cambridge, Mass., Sept. 2, 2008 -- Greentech Media Inc., the industry-leading online media company covering green technology news and analysis today announced that it has hired John Keough, a former Group Vice President at CMP as their new Vice President of Sales. While at CMP, Keough most recently managed the full Light Reading Communications Group portfolio of Websites and research products as well as the company's live and online events. Prior to this position, Keough spent seven years as Vice President of Sales at Light Reading where he was instrumental in leading its revenue growth from early stage startup phase through its eventual acquisition by CMP in mid-2005.

According to Keough, "Greentech Media offers the booming greentech market the right mix of information products, including online media, live events and research. It's a business model I'm very familiar with as I helped create one similar with Light Reading in the telecom market. I look forward to capitalizing on the interest in the greentech category and taking the business to the next level at an important stage of their growth cycle."

"We're delighted to have John join our team and bring his years of online media sales expertise to our business and to the greentech business markets we serve. Our company is at a critical point of execution, and John is the ideal VP of Sales to help us reach our goals," said Scott Clavenna, President and CEO of Greentech Media.

Keough will be based in Greentech Media's San Francisco office.

About Greentech Media

Greentech Media is an integrated online media company designed to deliver the highest-quality content in the greentech industry, whether it is research, news or critical networking events. Greentech Media is headquartered in Cambridge, Mass., New England's educational- and technology-innovation center, with operations in New York City and San Francisco. For more information, visit <http://www.greentechmedia.com>.

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Contact:

Scott Clavenna
Greentech Media Inc.
Tel: 617-500-4345
clavenna@greentechmedia.com

Rick Thompson
Greentech Media Inc.
Tel: 917-650-2460
thompson@greentechmedia.com