



**ContextWeb and HighBeam™ Research to Present at
Direct Marketing Association 2005 Conference**

*ContextWeb's Jay Sears to Speak in Conjunction with
HighBeam Research's Joe McWilliams*

NEW YORK – October 14, 2005 – ContextWeb, a leading provider of high-precision, real-time contextual advertising solutions, today announced that Vice President of Business Development and Publisher Relations Jay Sears will present at the Direct Marketing Association 2005 Conference (DMA05) taking place October 15-19, 2005, at the Georgia World Congress Center in Atlanta. Presenting alongside Sears is HighBeam™ Research, Inc. Vice President of Advertising Joe McWilliams. Sears and McWilliams will deliver a presentation entitled, "Search, Behavioral, Contextual – Oh My!"

As the Direct Marketing Association's premiere conference, DMA05 brings together thousands of marketing professionals from around the world for a comprehensive and thorough look at current marketing trends and influences.

As a featured speaker, Sears will explore the different forms of online advertising including search engine marketing, behavioral targeting and contextual advertising. He will illustrate the results that can be achieved through addressing a case study of ContextWeb's customer, HighBeam Research. McWilliams will address how his company has made displayed advertisements more relevant to the articles and content requested by its members. McWilliams will also discuss how his company has optimized the new articles and research that HighBeam Research adds each day.

Sears brings 15 years of management and operations experience in the information, e-commerce and Web publishing sectors, including work at two start-ups. His background

in business development and online marketing has allowed him to make valuable contributions to ContextWeb's business.

McWilliams is responsible for accelerating revenue from the sale of new advertising programs on HighBeam Research. Prior to joining HighBeam Research, McWilliams was Vice President of Advertising and E-Commerce Sales for Hoover's, Inc., where he launched the advertising product and helped grow Hoover's Online into a top media property in its category.

When: Monday, October 17, 2005, 4:15 p.m. – 5:30 p.m.

Where: DMA05, Georgia World Congress Center, Atlanta, GA

Who: Jay Sears, Vice President of Business Development and Publisher Relations, ContextWeb, Inc. and Joe McWilliams, Jr., Vice President of Advertising, HighBeam Research, Inc.

About ContextWeb

Based in New York City, ContextWeb provides high-precision, real-time contextual advertising solutions guaranteed to maximize the results and impact of online advertising. ContextWeb's patent-pending ContextAd is the industry's only real-time and fully automated solution that can serve contextually relevant advertisements to the most motivated potential customer in as little as 20 milliseconds. ContextAd uses both categories and keywords for analysis and matching, delivering unprecedented accuracy, dramatically extending audience reach and significantly increasing sales conversion rates. Additional information on ContextWeb can be found at www.contextweb.com.

About HighBeam™ Research, Inc.

HighBeam™ Research, Inc. operates an online research engine for individuals, filling the gap between free search engines and high-end information services. By delivering sophisticated research tools with convenient access to the free Web, paid online services and its proprietary HighBeam Library archive, HighBeam Research empowers individual researchers to efficiently find, organize and share answers. HighBeam Research is located at www.highbeam.com.

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