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Darnell Group

NEWS

Darnell's PowerPulse.Net Exceeds 30,000 Daily Subscribers

PowerPulse.Net Expands Coverage & Captures New Readers

Corona, California, October 10, 2008 – Darnell's *PowerPulse.Net* has become the only power electronics publication to offer over 30,000 daily subscribers. *PowerPulse.Net* has also significantly expanded its coverage to include more exclusive news stories, enhanced coverage of developments in Europe, and the industry's only video news coverage. At the same time, an active subscriber-development program has led to a substantial increase in readership both in North America and in Europe, resulting in over one million page views monthly.

"We have strengthened PowerPulse.Net's position as the leading source for news and commentary about the power electronics industry," stated Jeff Shepard, Publisher and President. "Since the first of the year, we have published over one hundred exclusive news features. We offer the only dedicated feed of European power news. We are the only trade publication in the electronics industry to offer regular video news coverage of important industry events. And now we have exceeded 30,000 daily subscribers, plus tens of thousands of additional readers who have not yet become subscribers.

"The growth in readership is a reflection of both the breadth of our coverage and the wide variety of delivery mechanisms we make available. We offer subscribers numerous ways to access our daily news coverage, including three variations of our unique 'Personal Headlines' service and four different RSS feeds, in addition to PowerPulseDaily and PowerPulseWeekly, both offered in text and html editions," Mr. Shepard concluded.

In addition to continued investment in circulation and expanded coverage, *PowerPulse.Net* is a leader in the application of new on-line publishing technologies. Since becoming the first electronics trade publication to launch video coverage in early 2007, *PowerPulse.Net* will have provided 100 video news stories totaling over three hours in running time. With an average running time of about two-and-a-half minutes, these news items are filmed and edited to efficiently provide maximum impact and information.

Recent video news coverage has ranged from the PCIM Europe conference in Nuremberg, Germany, to the fifth-annual Digital Power Forum in San Francisco, California. Video news stories have included new product introductions at conferences, demonstrations of new technologies such as advanced energy harvesting devices, and important industry news events.

PowerPulse.Net is the Hub of the Power Electronics Industry on the World Wide Web. Updated on a daily basis, *PowerPulse.Net* is the most-timely, most comprehensive and most-read power electronics site on the Internet. As a direct result of *PowerPulse.Net*'s expanded editorial coverage and an active subscriber-development program, readership has expanded significantly and has averaged over one million page views monthly since February, 2007.

Darnell Group is the leading source for worldwide strategic information covering the full spectrum of power electronics, energy storage and generation. The company specializes in the economic/business analysis of emerging power markets and technologies. *PowerPulse.Net Video News* can be found at: <http://www.powerpulse.net/conferenceVideo.php>.

The World's Power Electronics Specialist

