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PC World and Retrevo Open Up Access to Technology News and Reviews Across the Web

PCWorld.com Product Reviews Now Include Competing Publishers Expert Reviews and Information

SAN FRANCISCO & SUNNYVALE, Calif.--([BUSINESS WIRE](#))--PC World is partnering with Retrevo of Sunnyvale, CA to provide a wealth of technology and consumer electronics product information to complement PC World's award-winning editorial. Powered by Retrevo's artificial intelligence system, [PCWorld.com](#) today offers product comparisons and expert and user reviews from other publications, sites, and blogs. As part of the agreement, PC World is selling advertising programs for the Retrevo Web site.

"Providing easy access to a wide array of content that Retrevo analyzes and organizes helps make sense of a sometimes overwhelming amount of product information," said PC World CEO and President Mike Kisseberth. "For advertisers, Retrevo is attractive to technology marketers who want to reach users ready to make a purchase."

[Retrevo \(www.retrevo.com\)](#) uses artificial intelligence technology to regularly scan millions of data sources and objectively aggregate, analyze and classify information covering in excess of 40 different consumer electronics product categories such as digital cameras, HDTVs, and GPS systems. Retrevo processes more than 200,000 products, hundreds of thousands of prices, and over 6.5 million user and expert reviews and articles. Product information includes comparison data with price and review rankings.

"Retrevo has re-defined product search," said Vipin Jain, CEO of Retrevo. "Together with PC World we are a powerful combination that gives buyers the information they need and want to make informed decisions via popular, trusted sites. Providing information across the Web to its loyal viewers ensures that PCWorld.com will continue to be top of mind as information proliferates online."

About PC World

Based in San Francisco, CA, PC World Communications, Inc., a subsidiary of [International Data Group \(IDG\)](#), the world's leading technology media, events, and research company, is the publisher of PC World, [PCWorld.com](#), and home of the PCW Test Center. The winner of two 2008 Jesse H. Neal National Business Journalism Awards and the 2007 Maggie Award for Best Computer Magazine, PC World has a readership of 4 million total purchase influencers (IntelliQuest CIMS, Spring 2007: Total unduplicated, combined Average Issue Audience: Business, Home, and Dual Studies). With an average of over 8.1 million unique visitors per (HBX, December 2007 – February 2008), PCWorld.com is the winner of the 2007 ASBPE Award for B2B Web Publication of the Year and a leading online resource for technology product buyers and users, offering them Solutions for a Connected World.™

About Retrevo

[Retrevo](#)

is the first matchmaking service for people and electronics that makes finding, buying and using electronics products simple and fun. Using [artificial intelligence technology](#), Retrevo regularly scans millions of data sources and objectively aggregates, analyzes and classifies information covering in excess of 40 different consumer electronics product categories such as [digital cameras](#), [HDTVs](#), and [GPS](#) systems. Retrevo processes more than 200,000 products, hundreds of thousands of prices, and over 6.5 million user and expert reviews and articles. Product information includes comparison data with price and review rankings.

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