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WWW.SITeseLECTION.COM Applies For BPA Worldwide Interactive Membership

Shelton, CT August 23, 2006 – www.siteselection.com has applied for Interactive membership in BPA Worldwide. www.siteselection.com is published by Conway Data, Inc. (Norcross, GA).

The BPA Interactive Audit will track www.siteselection.com's traffic and demographics. The Web site will have 12 months to complete its initial audit.

"Over the past few years, we have seen steady growth in the number of visitors logging on to www.SiteSelection.com to access our many news articles and data files. As a result, we felt it was time to conduct an independent audit to verify our traffic numbers," said Ron Starner, General Manager of Conway Data Inc. "We are very happy to partner with BPA Worldwide, who will conduct this service for us. They have a stellar reputation in the field, and we are confident that our clients will appreciate our addition of this valuable auditing service."

"We are pleased that www.siteselection.com has applied for membership in BPA Worldwide," said BPA president and CEO Glenn Hansen. "We applaud the publisher for providing advertisers and prospects with the solid assurance of an independent audit conducted according to our world-respected, uncompromising standards. With a BPA audit, media buyers can be confident that claims are accurate, and that they have the verified data that they need to assess a web site's effectiveness in serving its market."

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA serves more than 2,500 media members and applicants—including more than 2,000 B-to-B publications, more than 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media. BPA's membership also includes more than 2,600 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.