



FOR IMMEDIATE RELEASE
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Elearning! Magazine Wins Best Trade Magazine, Again!

*--Western Publications Association Selects Magazine as Best
Technology & Training Trade Title*

Corona, CA, May 6, 2008—*Elearning!* Magazine, the exclusive industry trade publication serving the e-learning market, was named Best Trade Magazine by the Western Publications Association on May 1st, 2008. This honor combines with four previous excellence awards in design and editorial for *Elearning!* Magazine over the last four years.

The magazine serves executives across the USA who are seeking solutions to stay competitive, gain talent and improve employee performance. "Every issue offers readers the roadmap to deploying successful enterprise-wide learning initiatives...useful, actionable and objective content," reports Jerry Roche, Editorial Director.

"It is great to be selected as the best in a very competitive technology market. The industry is vibrant, robust and creative—and we strive to make the magazine represent it well." concludes Roche.

By earning the distinction of Best Trade Magazine, *Elearning!* Magazine has excelled past its competitive class to win over Oracle, CoDe, RTC and COTS magazines. *Elearning!* Magazine competed against more than 2000 entries submitted by consumer and trade magazines for these awards, with winners announced on May 1st, 2008. This is the fifth award for the magazine joining previous honors as Best New Trade Magazine, Best Quarterly Trade Magazine and Best Design.

What makes *Elearning!* Magazine so unique is its visual and practical presentation of the world of enterprise-wide learning. The magazine addresses technology-enabled knowledge management at an executive level. Each issue features real life case studies, techniques and strategies plus the market trends and analysis against which to benchmark. "The content focuses on trends, step-by-step tips and techniques to develop and implement an enterprise-wide learning initiative--all with the goal to build a smarter company," adds JW Upton, Vice President.

Because *Elearning!* Magazine is a business publication serving an audience of senior executives from the USA's largest enterprises, top government agencies and educational institutions, it needs to capture the attention of the most discerning readers. "The honors from the Western Publications Association and positive responses from our readers prove we are meeting the information needs of this important market," concludes Upton.

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Elearning! Magazine is one in the family of six media products serving the \$60 billion e-learning market: *Elearning!* E-zine, Web site, *Elearning!* E-newsletter, *Elearning!* Alert and *Elearning!* Summits. In combination, these brands reach over 1.1 million executives, practitioners and professionals all evaluating, deploying or implementing e-learning solutions across their enterprises each year.

The e-learning market is expected to grow 38%—one of the fastest in the technology space. Valued at \$60 billion in the US, it is expected to top \$69 billion by 2015. “B2B Media Company is dedicated to delivering media options for niche industries. We are proud to be the award-winning voice of this robust learning market,” continues JW Upton, Vice President of *Elearning!* Magazine.

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Elearning! Magazine, e-zine, *Elearning!* E-newsletter, *Elearning!* Alert and Web site are produced by B2B Media Company, LLC. *Elearning!* Magazine is one in the family of six media products serving the \$60 billion e-learning market: *Elearning!* E-zine, Web site, *Elearning!* E-newsletter, *Elearning!* Alert and *Elearning!* Summits. In combination, these brands reach over 1.1 million executives, practitioners and professionals all evaluating, deploying or implementing e-learning solutions across their enterprises each year. To learn more, visit: www.elearning.B2BmediaCo.com.