

EarthWeb Employs OpinionLab's OnlineOpinion Automated User Feedback Solution

Continuous Feedback Helps Optimize User Experience



OPINIONLAB EXHIBIT 2009

HIGHLAND PARK, Ill., Oct. 16 /PRNewswire/ -- EarthWeb Inc., (Nasdaq: EWBX) a global leader in information technology knowledge and career solutions, has deployed OpinionLab, Inc.'s OnlineOpinion automated feedback system to help them monitor, understand and improve user experience on their popular Earthweb.com, ITKnowledge.com and Dice.com sites.

"EarthWeb is a recognized leader in Information Technology and we view OnlineOpinion as a key component of any Web measurement suite," said Edward Fielding, Corporate Research Director at EarthWeb Inc. "OnlineOpinion delivers valuable diagnostics and insight from our users that we can use to further improve user experience on our sites."

OnlineOpinion enables subscribers to gain insight into the effectiveness and functionality of their Web sites by collecting spontaneous, continuous user feedback. Found at www.opinionlab.com, OnlineOpinion can help any site remain relevant and valuable to its visitors. As a complement to other metrics such as traffic analysis, site owners, developers and managers can use OnlineOpinion's unique data to monitor and track user satisfaction and help deliver solutions that meet the needs of their users.

"No web-based business application should be launched and managed without continuous feedback from users," said Rand Nickerson, Chief Executive Officer of OpinionLab. "EarthWeb is dedicated to providing their users with the ultimate online experience. We're thrilled that they recognize the value that OnlineOpinion data can contribute to their efforts."

About EarthWeb Inc.

EarthWeb Inc. is a global leader for Information Technology (IT) knowledge and career solutions. The Company provides a comprehensive set of services to a broad range of IT professionals: CTOs, IT managers, corporate IT purchasers, programmers, network managers, system administrators and recruiters/HR managers. EarthWeb enables IT professionals to access technical information, buy and sell products and services, manage careers and recruit personnel through a network of services that includes Earthweb.com, Dice.com and ITKnowledge.com. EarthWeb is a public company on the Nasdaq exchange.

About OnlineOpinion

OnlineOpinion is the only management tool that allows subscribers to collect continuous, quantifiable user feedback to help manage their online strategies. At the heart of OnlineOpinion is an innovative on-screen device that uses proven feedback methodology to promote and collect user opinions on any page. Users can also provide written comments and rate specific aspects of any page. Subscribers can choose from a variety of report configurations. Since its launch in November 1999, more than 500 sites worldwide have deployed OnlineOpinion, generating more than 1,000,000 individual page ratings. Other current users include MVP.com, Britannica.com, dotTV and Business2.com.

About OpinionLab, Inc.

Highland Park, Ill.-based OpinionLab, Inc. is the leader in automated Web feedback systems. OpinionLab is a wholly-owned subsidiary of Performance Networks LLC.

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