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**Everything Channel's VARBusiness to Announce Annual Report Card Results on Monday, August 18 at Awards Gala**

**Framingham, MA, August 4, 2008** – Everything Channel (formerly CMP Channel), the leader in accelerating global technology sales channels, today announced that it will name the VARBusiness Annual Report Card (ARC) award winners at an event at XChange '08 on Monday, August 18 at the Gaylord Texan Resort and Convention Center in Dallas.

"For 23 years we've asked Solution Providers to grade their vendor partners on criteria such as product quality and innovation, partner programs and support, and each year the results of these grades have created the VARBusiness Annual Report Card which reflects the level of commitment vendors have to the channel and to their Solution Provider partners. We look forward to releasing this year's ARC award winners," said Robert C. DeMarzo, senior vice president and editorial director, Everything Channel editorial.

The ARC recognizes outstanding partner programs and superb vendor service in 18 major product technology categories and are based on vendor's ratings of satisfaction with their own partners. Being named a VARBusiness ARC Company of the Year is one of the most prestigious honors in the IT industry. In addition, VARBusiness will announce the Channel Executive of the Year.

The ARC Awards Event features a formal cocktail reception, an elegant sit-down dinner, awards presentation and comedy by special guest Steve Bridges.

Sponsors of the Annual Report Card event include platinum sponsor Samsung as well as gold sponsors Cisco, Symantec and Toshiba.

Additional information about the ARC can be found online at [www.channelweb.com](http://www.channelweb.com).

**About VARBusiness ([www.varbusiness.com](http://www.varbusiness.com))**

For the past 20 years, *VARBusiness*' strategic resources have been the gateway to the commercial and public sector (or government) Solution Provider community. The *VARBusiness* integrated platform of media opportunities provides strategic insight for technology integrators through industry-defining research, in-depth editorial, channel events and innovative Web services, enabling these IT professionals to make educated decisions for their businesses, partnerships and customers. *VARBusiness* offerings lead vendors and distributors to unprecedented access to the most powerful strategic Solution Providers in the market. *VARBusiness* has been the recipient of numerous industry awards for both editorial content and design.

**Everything Channel ([www.everythingchannel.com](http://www.everythingchannel.com), [www.channelweb.com](http://www.channelweb.com))**

Everything Channel, formerly CMP Channel, is the one-stop-shop for accessing, enabling and accelerating technology sales channels. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with an unparalleled audience loyalty and credibility serving all technology sales channels. Through innovative sales and marketing solutions, Everything Channel arms the sellers of technology with the resources they need to achieve

measurable and significant results. Everything Channel is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$2.5 billion.

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