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INFORMATION CONTACT:
John Schirmer
1-408-345-4402
jschirmer@reedbusiness.com

EDN honored with three national awards from the ASBPE

BOSTON, MA, May 22, 2006 – *EDN* has won three national awards in the 28th Annual Awards of Excellence competition of the American Society of Business Publication Editors (ASBPE). *EDN* has won awards for Best Regular Department for its Prying Eyes department; Best Redesign Issue, based on its June 9, 2005, issue; and Best Computer-Generated Cover Art for its Aug 18, 2005, cover.

ASBPE's annual competition recognizes the hard work and commitment of business and trade-magazine professionals, newsletter and Web editors, and designers. With twice the number of entries as any other national business-publication award contest for editorial and design excellence, the "Azbee" awards represent an extremely competitive and prestigious program. *EDN* is one of three winners in each category; the ASBPE will specify gold, silver, and bronze winners at an awards ceremony in July.

"The ASBPE award for our redesign recognizes the hard work that the entire *EDN* team put into the research, planning, and execution in the 2005 overhaul of the book," says Maury Wright, *EDN*'s editor in chief. "Clearly the judges recognized not only the compelling reader service of new departments such as Tales from the Cube and Prying Eyes, but also the eye-catching visual implementation developed by Senior Art Director Mike O'Leary with the help of Managing Editor Kasey Clark. I'd also like to thank John Dodge—editor in chief at the time of the redesign—for his efforts."

On the editorial front, *EDN* takes pride in winning a national award for best regular department with Prying Eyes, one of the new departments created in the redesign process. In this highly visual one-page article, often supplemented by additional photography and information online, *EDN*'s technical editors literally deconstruct a noteworthy end-user product, delivering insights into the engineering decisions that went into its design.

"Product teardowns are not a new concept, but our editorial team believed it could offer readers insight into the design process that went deeper than a look at the cost of the underlying components," Wright said. "The ASBPE judges clearly recognized the additional value we offer in Prying Eyes when they chose *EDN* as the national winner in best regular department. I'm gratified that a lot of my own work was recognized and thankful for the constant help of Matthew Miller [executive editor, online], Kasey Clark Fran Granville [senior associate editor], and Mike O'Leary."

The ASBPE awards come on the heels of *EDN*'s recognition as a finalist for Best Web site in the Jessie H Neal awards program. Redesigned in 2005 in conjunction with the print redesign, *EDN.com* has become a "must-visit" site for the practicing engineer. The development effort, led by Miller, resulted in a site that has proven both compelling and easy to use.

"The recognition of *EDN* in all three categories is consistent with the close ties we at *EDN* hold with our audience," adds *EDN* Publisher, John Schirmer. "It's great to be recognized by our peers for the best redesign, the best computer-generated cover, and the best regular department. The win of the ASBPE national awards is a credit to the entire team at *EDN*."

See the winning entries

Prying Eyes department:

PDF of print version: www.edn.com/contents/images/629314.pdf

Online version with additional information: www.edn.com/article/CA629314

Cover story from June 9, 2005 redesign issue:

PDF of print version: www.edn.com/contents/images/605502.pdf

Online version: www.edn.com/article/CA605502

Aug. 18, 2005, cover story, with winning art:

PDF of print version: www.edn.com/contents/images/633440.pdf

Online version: www.edn.com/article/CA633440

About the ASBPE

For more than 20 years, the American Society of Business Publication Editors' Awards of Excellence have honored the hard work and commitment to excellence by trade-publication editors and graphic designers. These prestigious awards bestow respect, heighten the thrill of accomplishment, build confidence, and help motivate staff.

About *EDN*

Reed Business Information publishes *EDN*, "the voice of the engineer." From its headquarters in Waltham, Massachusetts, *EDN* serves the vital information needs of design engineers and engineering managers worldwide. The *EDN* franchise includes, *EDN* North America, *EDN Europe*, *EDN Asia*, *EDN Australia*, *EDN China*, *EDN Japan*, and *EDN.com*.

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