

for immediate release _____

EDN ANNOUNCES LAUNCH OF DEVmonkey

New site delivers development kits and tools: www.developmentmonkey.com

SAN JOSE, CA - February 12, 2008; EDN, in partnership with EDN Europe and Electronics Weekly, today announced the launch of [DEVmonkey](http://www.developmentmonkey.com), a comprehensive, innovative, and engaging community platform serving design engineers as they search for development kits and tools. The site was created in response to a clear demand for a comprehensive and efficient way for design engineers to research and gather information on development kits and tools while they are in the design phase of a project. Sales of development kits and tools have steadily increased over the past five years. Additionally, EDN research supports a high probability that the components for which a kit is purchased will get designed into an end product.

Well-known author, editor, and computer pioneer, Jon Titus brings his years' of experience to [DEVmonkey](http://www.developmentmonkey.com) providing in-depth reviews, articles and discussing relevant issues in his DEVmonkey blog.

Features of this new editorial site include:

- The latest news and articles on development kits and tools
- DEVmonkey Resource Center: press releases, product announcements, reference designs, Dev Kits for review, white papers, and more.
- Video clips – both editor generated and reader-generated.
- The DEVmonkey “2 Minute Review” series, in-depth, hands-on reviews of development kits and tools, including editor product ratings and reader-generated feedback.
- Interactive areas which engage the design engineer: product ratings, a feedback blog, polls, kit sweepstakes
- Videos and company resource information originating from engineers using the [DEVmonkey](http://www.developmentmonkey.com) site.

In conjunction with the new site, EDN will also be offering a new, unique enewsletter devoted to development kits and tools.

Demonstrating RBI's continued commitment to its audience of design engineers, DEVmonkey integrates the best offerings available, and provides extensive reach throughout North America and Europe. To view DEVmonkey, visit www.developmentmonkey.com

About EDN and EDN.com

EDN serves the vital information needs of design engineers and engineering managers worldwide. EDN.com delivers a three-dimensional view of the electronics industry via news coverage, strategic business information, and in-depth technical content. (www.edn.com)

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