

OSTG

open source
technology
group

[Slashdot.org](#) / [SourceForge.net](#) / [Linux.com](#) / [NewsForge.com](#) / [freshmeat.net](#) /
[ITManagersJournal.com](#) / [DevChannel.org](#) / [ThinkGeek.com](#) /
[MediaBuilder.com](#) / [AnimationFactory.com](#)

OSTG (Open Source Technology Group) is comprised of two world-renowned online networks: the OSTG technology sites, which serves every level of IT driver, decision maker, influencer and buyer; and the e-commerce suite of sites including [ThinkGeek.com](#) and the MediaBuilder network, featuring [AnimationFactory.com](#), which provides a range of visual communications solutions to small business professionals, graphics and Web designers worldwide.



where
technology
is going

46939 Bayside Parkway, Fremont, CA 94538 / 510-687-7000 / www.ostg.com

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OSTG Quick Facts

OSTG (Open Source Technology Group) is comprised of two world-renowned online networks: the OSTG technology sites, which serves every level of IT driver, decision maker, influencer and buyer; and the e-commerce suite of sites including ThinkGeek.com and the MediaBuilder network, featuring AnimationFactory.com, which provides a range of visual communications solutions to small business professionals, graphics and Web designers worldwide.

Monthly Network Traffic

- 250 million unique page views
- 16 million unique visitors

Founded

OSTG, formerly known as Open Source Development Network or OSDN, was originally founded as Andover News Network (Andover.net) in 1996. OSTG has grown to include more than ten sites and reaches over 16 million unique visitors every single month.

Ownership

VA Software Corp. www.vasoftware.com

Stock Symbol

NASDAQ: LNUX

Employees

OSTG has 65 employees as of Q3, FY 2004

Corporate Headquarters

Fremont, CA

Field Offices

Burlington, MA; Dexter, MI; Sarasota, FL; Bloomington, IL; Tokyo, Japan; Weisbaden, Germany

Executive Team

- Patrick J. Ferrell, General Manager
- Jeffrey 'hemos' Bates, Vice President of Editorial Operations
- Valerie Williamson, Vice President of Marketing
- Eric Kazanjian, Sales Director
- Patrick McGovern, SourceForge.net Director
- Andy Wolf, Director of E-Commerce

Recent Accolades & Awards

- Media Power 50, 5/31/04 issue
- Best of the Web, Spring 2004 issue
- Top 100 Classic Sites (Slashdot), 4/20/04 issue
- EBay Star Developer Award SourceForge.net), June 2004
- Readers' Choice Award for Best Linux Site (Slashdot), 2003
- Media Influencers Top 10 on the Web: Rob Malda (Slashdot), 2003



Recent OSTG Awards and Accolades

2004

- *BtoB Magazine's* Media Power 50, May 3 issue
- *Forbes Magazine's* Best of the Web, Spring issue
- CBSNews.com: "If you're a gadget nut like I am, you really must check out **ThinkGeek.com**. They have a variety of wonderful, insane, and wonderfully insane gadgets, devices, and even clothing for the inner geek." CBS News, April 15

OSTG's IT-focused sites—including Slashdot.org, Linux.com, NewsForge.com and ITManagersJournal.com—deliver up-to-the minute technology news and information covering best-of-breed practices, business challenges and solutions, and robust community forums for peer discussions, product reviews, and debate. OSTG's IT-focused sites reach the largest group of enterprise IT professionals on the Internet today.*

Slashdot

The largest community-driven technology site on the Web, Slashdot.org is a technologist's key source for what's going on in the info-tech world—cultural, technical, political, and business-related. The top site for the technically-inclined cutting-edge crowd, Slashdot delivers 80 million page views per month to 4 million unique visitors. Slashdot breaks news and makes brands: products or sites mentioned on Slashdot frequently experience skyrocketing traffic to their sites—a phenomenon known in media circles as the “Slashdot Effect.” Slashdot ranks Number One among all sites measured by Nielsen//NetRatings @Plan service for visitors who go online for technology news.



A concentrated audience of IT professionals turns to Linux.com for the 360° view of Linux and Open Source to help them understand and gauge the implications of adopting Linux in their organizations, as well as current trends around Open Source. From bleeding-edge technical discussions to migration and TCO information, Linux.com supports the strategic business efforts of IT professionals in any size organization.

--IT-focused sites, continued next page

NEWSFORGE

NewsForge.com surfaces all relevant news coverage and information about Linux and Open Source published on the Web, plus provides breaking news updates and unique feature articles. Busy IT executives rely on NewsForge to provide them with the headlines and news about how Open Source can affect the bottom line.



ITManagersJournal.com

covers the management issues—including ROI, HR, finance—that come from a changing technology landscape. ITManagersJournal serves IT executives and managers who must know not only what is going on in IT today, but must detect and prepare for future trends in order to meet corporate goals.

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OSTG development- and software-focused sites, including SourceForge.net, freshmeat.net and DevChannel.org, provide a range of tools, collaborative development environments, and downloadable Open Source software to millions of developers, systems administrators and end-users worldwide. SourceForge.net hosts more Open Source development products than any other site or network worldwide.



More Open Source developers collaborate on more projects at SourceForge.net than anywhere in the world. Robust online services facilitate real time software collaboration and distribution across virtual teams. Specialized communities, called Foundries, enhance peer-level participation around specific technologies. Currently hosting nearly 80,000 projects with more than 883,000 registered users, SourceForge.net ranks number one among all sites measured by Nielsen//NetRatings @Plan service for visitors who purchase development tools for work.*



A comprehensive, uniquely rich software repository and searchable archive for end users, freshmeat.net hosts an immensely flexible database of the Web's largest index of Unix, Linux, Mac OS X and handheld software with related discussions and version announcements. freshmeat.net provides searching and filtering capabilities for the more than 280,000 registered users who come to the site looking for specific tools and applications.

--Development-focused sites, continued next page

Development-focused sites, continued...



DevChannel.org provides tools, information and resources centering on core technology topics, including high performance computing and Web services, to professional developers working with a range of languages, platforms, and tools. DevChannel also provides a direct channel of communication from vendors to developers actively seeking enterprise-level products and services.

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OSTG's e-commerce arm attracts a loyal following of millions of consumers by offering an eclectic and technology-relevant range of products and services. ThinkGeek.com is the leading online retailer for the techno-enthusiast market, and the MediaBuilder Network is a suite of image-content Web sites which includes AnimationFactory.com, a leading site for CD-Rom images and graphics.



ThinkGeek is the top retailer for the techno-enthusiast market and sells everything from fun gadgetry and computer accessories to apparel. ThinkGeek is the number one online destination for caffeinated products from soap to hot sauce. Founded to meet the needs of the Open Source community, ThinkGeek has something for the Geek in everyone.



is a suite of image-content Web sites and online graphics tools for a range of uses and users. The MediaBuilder network provides powerful visual tools and designs to more than 2 million consumers every month—including small business owners, teachers, clergy and professional Web designers and developers. MediaBuilder sells subscription services and CD-ROM animations and graphics through AnimationFactory.com, and provides free online tools with Postcard Maker, 3D TextMaker, and GlifWorks.

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OSTG Executive Team

Patrick Ferrell, Senior Vice President and General Manager

Patrick Ferrell has more than 15 years of strategic leadership and corporate experience in the technology and publishing industry. As General Manager of OSTG, Ferrell drives the overall vision, leadership, and growth of OSTG. Prior to OSTG, Ferrell founded and served as Managing Partner of Escape Velocity, a senior-level consulting practice. Ferrell also co-founded and served as CEO and President of SocialNet.com, the first Internet technology company in the social networking arena.

Previously, Ferrell founded GamePro Publishing and the highly successful E3 trade show. After the sale of GamePro to IDG Communications, he built the company—now known as IDG Entertainment—into a 145-employee, \$48 million enterprise considered the leading source of information about the interactive entertainment industry. Ferrell has held other management positions in finance and operations leading companies such as AVNET, Inc., Foster Farms, Exponent Inc., Visa USA and KPMG Peat Marwick LLP. Ferrell graduated with a BS in Accounting/Business from the University of Southern California.

Jeff "hemos" Bates, Vice President of Editorial Operations and Executive Editor, Slashdot.org

Jeff Bates brings many years of strategic management and editorial leadership to OSTG. As Vice President of Editorial Operations and Executive Editor of Slashdot, Bates is responsible for setting strategy and integration for the company's business development partnerships, for driving new site and product development, and, for fun, helps manage strategic story editing and placement for the leading proprietary news site, Slashdot.

While at Slashdot, Bates has been responsible for several industry awards including a Webby People's Voice Award for Community, as well as Yahoo!'s "Top 100" Best of the Internet Award. Slashdot has also been cited by *The Washington Post*, *Brill's Content*, *TIME*, *USA Today*, *Rolling Stone* and other industry leading publications as one of the most innovative and important sites for the technical community.

Bates has spoken at numerous industry leading conferences and events including MIT, LinuxWorld, Worcester Polytechnic Institute, Northern Michigan University and Sun Developers Group, the Asian Open Source Symposium, Conference of Australian Linux Users, O'Reilly's p2p conference, and the University of Michigan. He's also a member of the Open Source Advisory Panel for the US government. Bates holds a Bachelor's Degree in History from Hope College.

--OSTG Executive Team, continued next page



OSTG Executive Team, Continued...

Valerie Williamson, Vice President of Marketing

Valerie Williamson is a seasoned media marketing executive with international experience. As the Vice President of Marketing for OSTG, Williamson oversees all strategic marketing and business development for the company. Prior to joining OSTG, Williamson led numerous business, sales strategy and brand transformations for leading media companies including ZiffDavis Events/Key3Media, GamePro/IDG Entertainment, and Orion Pictures. As a consultant with George P. Johnson Company (GPJ), she led an integrated event marketing agency running the Cisco Systems account worldwide.

Williamson served as President of Interop Worldwide for ZiffDavis Events/Key3Media for over 6 years, where she was responsible for all aspects of strategic planning, marketing, sales, and brand management for the successful NetWorld+Interop conference and expo shows around the world. Prior to that, Williamson was the Marketing Director for *GamePro* magazine and the launch of E3. Williamson attended UCLA and then spent 6 years in the film industry marketing films for Orion Pictures and other studios.

Patrick McGovern, SourceForge.net Director

Patrick McGovern has been overseeing SourceForge.net for more than 4 years. Under his watch, the site has grown 3400% to its current size with more than 80,000 projects and 883,000 registered users. His mission is to maintain the site's integrity, functionality, and growth while keeping true to the worldwide network of users who rely on the site to build the most innovative programs in the Open Source space. McGovern is a frequent speaker and panelist at key industry conferences. He has founded a series of startup companies including NetJet Communications and My-Website. Patrick received his BS in Computer Science from the University of San Francisco.

Eric Kazanjian, Sales Director

Eric Kazanjian brings more than 20 years of technology advertising sales and business development experience to OSTG. Managing a team of top-notch sales professionals across the country, Kazanjian has grown sales revenue for OSTG multiple times since he started with OSTG five years ago.

Previously, Kazanjian has held sales and management positions at Ziff Davis, McGraw Hill, and PennWell Publishing. He attended both Bethany College and Northeastern University.

Andy Wolf, Director of Strategy and E-Commerce

Andy Wolf brings years of experience to OSTG as its Director of Strategy and E-Commerce. He has held leadership positions at OSTG for more than five years in business development, strategic planning, and marketing; spending the last three years managing ThinkGeek.com and AnimationFactory.com.

Wolf previously worked in business development at 7C Ltd., a startup call center outsourcing firm in London. Prior to that, he worked at Mercer Management Consulting as a strategy consultant in the telecommunications and financial services industries.

Wolf holds a Bachelor of Arts Degree from Williams College in physics.

OSTG Backgrounder

History

OSTG (Open Source Technology Group), formerly Open Source Development Network (OSDN), has had its roots in the technology community since its early days as the ground-breaking tech network [Andover.net](#). Founded in 1996 with the mission to provide unbiased content, community, and commerce for the Linux and Open Source communities, [Andover.net](#) grew in community relevance and popularity by adding the provocative community-centric sites [Slashdot](#) and [freshmeat.net](#) to its technology group, and [ThinkGeek](#) and [AnimationFactory.com](#) to its e-commerce division. After its acquisition by VA Software Corp. (NASDAQ: LNUX) in early 2000 and the introduction of [SourceForge.net](#) and [Linux.com](#), the network cemented its place as the Internet's leading destination for the Linux and Open Source community.

OSTG Technology Sites

OSTG is the leading network of technology sites for today's IT managers and development professionals. OSTG sites provide a unique combination of news, original articles, downloadable resources, and community forums to help IT managers, development professionals, and end-users make critical decisions about information technology products and services.

OSTG's IT-focused sites, including [Slashdot.org](#), [Linux.com](#), [NewsForge.com](#) and [ITManagersJournal.com](#), deliver up-to-the-minute technology news and information about best-of-breed practices, business challenges and solutions, and robust community forums for peer discussions and debate. OSTG IT sites reach the largest group of enterprise IT professionals on the Internet today.

OSTG development- and software-focused sites, including [SourceForge.net](#), [freshmeat.net](#) and [DevChannel.org](#), provide a range of tools, collaborative development environments, and Open Source software to millions of developers and systems administrators worldwide. [SourceForge.net](#) hosts more Open Source development products than any other site or network worldwide.

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OSTG E-Commerce Network

OSTG's e-commerce arm attracts a loyal following of millions of consumers by offering an eclectic and relevant range of products and services. ThinkGeek.com is the top retailer for the techno-enthusiast market and sells everything from fun gadgetry and computer accessories to apparel, and it is the number one online destination for caffeinated products from soap to hot sauce. Founded to meet the needs of the Open Source community, [ThinkGeek](http://ThinkGeek.com) appeals to the Geek in everyone.

The MediaBuilder Network, featuring AnimationFactory.com, provides a suite of image-content sites and online graphics tools for business, education, and consumer use. [AnimationFactory](http://AnimationFactory.com) is the largest of the MediaBuilder sites and has nearly 100,000 customers and provides content for the Web, e-mail, Microsoft® PowerPoint®, and mobile phone and instant messenger markets—all based on an original library of more than 150,000 animations. Other sites include [GIFWorks](http://GIFWorks.com), [PostcardMaker](http://PostcardMaker.com), and [3DTextMaker](http://3DTextMaker.com).

Ranking Among Competitive Networks and Sites

In the most recent Nielsen//NetRatings' @Plan (Summer 2004) release, OSTG retained its top ranking across all competitive networks for delivering online buyers of computer hardware and software, visitors who purchase home electronics online and visitors who buy anything online. OSTG moved up in the rankings for many consumer technology categories, including visitors who are heavy spenders on computer hardware, visitors who purchase MP3 players, and visitors who purchase video games.

For the eighth consecutive quarter, OSTG has been validated as the number one network for delivering visitors who look for technology news online. OSTG reaches over 16 million visitors every month and delivers nearly 250 million page views.

Ownership

OSTG is a wholly-owned subsidiary of VA Software Corporation, (NASDAQ: LNUX). For information about VA Software, go to www.vasoftware.com.

For more information about OSTG, go to www.ostg.com



OSTG Editorial Contributors

Robin 'Roblimo' Miller, Editor in Chief

Robin was one of the first journalists to start covering the Linux beat and may have written more news articles about Linux and Open Source software than anyone else in the world. He is the author of *The Online Rules of Successful Companies* (Prentice Hall 2002) and *Point and Click Linux* (Prentice Hall, scheduled publication date November 2004), and a co-author of *Unix Unleashed, 4th Edition* (Sams 2001). His byline has appeared in The Washington Post, Baltimore Sun, and more than 1,200 other newspapers and magazines. Robin created the widely copied Slashdot "reader generated interview" format, NewsForge.com, and ITManagersJournal.com. He is a member of the Society of Professional Journalists, Internet Press Guild, and Online News Association.

Lee Schlesinger, Managing Editor

Before joining OSTG, Lee served as senior technology editor for ZDNet's Tech Update pages and executive editor for ZDNet's Business & Technology pages. Lee wrote weekly columns for Tech Update, BizTech, ZDNet News Commentary, and Anchordesk.com. Prior to his years at ZDNet, Lee served as one of the founding editors of IDG's ITworld.com, and for more than five years he was technology editor and test center director at Network World, where he wrote frequent reviews and created the popular "Cool Tools" column.

Rob Malda, Creator/Director, Slashdot

Rob Malda not only created Slashdot, he created the code that powers it. Now a robust content management system with one of the most successful group moderation systems online, Slashcode grew out of a need to handle the expanding needs of the Slashdot site. Malda has been hailed throughout the industry as a visionary and a technology influencer. Ranked for several years as one of AdWeek's Top 10 Media Influencers on the Web, he has also been recognized as one of Time Magazine's Top 100 Innovators, and as a CNET Newsmaker. Malda has spoken at numerous industry leading conferences and events such as including LinuxWorld and MIT. Malda holds a Bachelor's Degree in Computer Science from Hope College.

Patrick McGovern, SourceForge.net Director

Patrick McGovern has been overseeing SourceForge.net for more than 4 years. Under his watch, the site has grown 3400% to its current size. His mission is to maintain the site's integrity, functionality, and growth while keeping true to the worldwide network of users who rely on the site to build the most innovative programs in the Open Source space. McGovern is a frequent speaker and panelist at key industry conferences. He has founded a series of startup companies including NetJet Communications and My-Website. Patrick holds a BS in Computer Science from the University of San Francisco.

Patrick Lenz, freshmeat.net Creator/ Managing Editor

Patrick Lenz founded freshmeat.net in 1997 and has been managing it ever since as a site manager and head programmer. His working experiences include the CTO position for a German storage systems vendor. Lenz is 26 years old, married, and is based in Germany.

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OSTG Editorial Contributors, continued...

Dean Henrichsmeyer, Linux.com Editorial Director

Dean was a member of the team that originally developed and launched Linux.com. Now he's presiding over its renaissance. He has been an active member of the Linux community since 1995, has served as technical editor for several Linux reference books, and has spoken at a number of Linux-oriented technical conferences.

Chris Preimesberger, ITManagersJournal.com Editorial Director

Chris has been gathering and preparing information for publication for most of his life. He has written news and analysis on information technology since 1995, when he reported the results of the first Java applet contest in a Sun Microsystems news quarterly called "Sun's Hottest." Since then, he has served Miller Freeman/CMP as managing editor of Software Development magazine and was the founding editor of the Java and Open Source Zones at DevX.com. His work has appeared in numerous publications, including Dr. Dobbs' Journal, SD Times, the San Jose Mercury News, and the Orlando Sentinel, and on Web sites such as CNET and TechRepublic. Before he began writing about IT, Chris was an editor/columnist with the Peninsula Times Tribune (Palo Alto, Calif.), Editor in Chief of the Cupertino Courier, and a sportswriter with the Los Angeles Daily News. He also has served as a sports and business correspondent for The Associated Press since 1983. He has won a number of local and national awards for his work.

Timothy Lord, Slashdot editor

Tim holds a Bachelor's Degree from the University of Texas at Austin, has a background in advertising, currently lives in Seattle, and is especially interested in the application of Open Source (and Free) software to the public sphere. He's always interested in showing off cool Free software to your school, Lions Club, chamber of commerce, or boss.

Simon Carless, Slashdot Editor

Simon is a writer, editor, and former videogame designer based in San Jose, CA, but originally hailing from England. His work includes tech writing for Game Developer Magazine/Gamasutra.com, a forthcoming book from publishers O'Reilly & Associates, videogame design for companies including Atari and Eidos Interactive, and speaking/panel appearances on a variety of subjects at tech conferences including Ars Electronica in Austria, Game Developer Conference in San Jose, Wizards Of OS in Berlin, and many more.

David "cdlu" Graham, NewsVac editor

David goes by the online alias "cdlu," meaning "confused debian linux user." He is an avid Linux user and is a co-founder of the Open and Free Technology Community IRC network (irc.oftc.net). He has worked on NewsForge since 2000.

Brian Jones, Linux.com Sys Admin columnist

Brian is the founder of linuxlaboratory.org and has worked as a *nix systems, network, and database administrator for the past six years. He currently works for the Computer Science department at Princeton University.

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OSTG Editorial Contributors, continued...

Jonathan "CowboyNeal" Pater, Slashdot Editor

Jon used his first computer, a Commodore PET, at age five. By age seven, he was already his school's unofficial helpdesk. He first stumbled upon the Internet at a time when the web was still in its infancy, and graduated from college with a degree in computer science five years later. Soon after that he came to work for Slashdot as a programmer and systems administrator. Today, in addition to these titles, he's also a story editor -- and a frequent Slashdot poll option.

Michael Sims, Slashdot Editor

Michael is an editor for Slashdot, a digital rights activist, and an all-around trouble-maker. His specialties include privacy, electronic rights and free speech issues. He has spoken at a number of conferences about Slashdot and about digital rights issues; most recently at the Hackers On Planet Earth conference in New York City about Digital Rights Management and Trusted Systems.

Cliff Wood, Slashdot editor/Linux.com columnist

Cliff's first brush with computers was a Commodore Vic-20, and his first home computer was a Texas-Instruments TI99-4/A. Cliff hadn't decided to follow the digital crossroads until 1987, when he got his first IBM PC compatible. After a few brief forays into writing BBS software for friends, he moved on to college where he graduated with a Bachelor's Degree in Engineering, after which he moved back to computer programming and later became world-famous because of the "Ask Slashdot" feature he founded and still runs.

Melanie Hollands, ITManagersJournal.com Investment Columnist

Melanie has covered the technology and telecommunications sectors as an investment analyst for 14 years. She has been a guest lecturer and adjunct professor at Columbia Business School, where she earned her MBA, and also holds joint Bachelor's Degrees in Architecture and Structural Engineering.

Jay Lyman, NewsForge Contributing editor

Jay brings a decade of straight news reporting to the technology world. He covers the business, hardware and software of today's industry, with a special emphasis on the "crossroads" where social issues and technology meet.

Jem Matzan, NewsForge/ Linux.com Contributing editor

Jem is the author of three fiction books and more than 100 articles and reviews related to the field of Information Technology.

Mary E. Tyler, NewsForge Contributing editor

Mary is a computer science graduate and published fiction writer who combines her two skills to produce extraordinarily readable articles about IT development.

Over 100 other freelance journalists, computer scientists, Open Source and Free Software luminaries (including Richard M. Stallman and Eric S. Raymond), and IT industry mavens from around the globe contribute articles to OSTG Web sites.