



FOR IMMEDIATE RELEASE

TechTarget Reports Fourth Quarter and Full Year 2014 Conference Call and Webcast

Newton, MA — February 11, 2015 — Technology media company TechTarget, Inc. (NASDAQ: TTGT) today announced financial results for the three months and year ended December 31, 2014 by posting them to its website. Please visit TechTarget's Investor Information section of our website at <http://investor.techtarget.com> to view our Chief Executive Officer's Letter to Shareholders with supplemental financial information.

Conference Call and Webcast

TechTarget will discuss these financial results in a conference call at 5:00 p.m. (Eastern Time) today (February 11, 2015). Supplemental financial information and our Chief Executive Officer's Letter to Shareholders will be posted to the Investor Information section of our website simultaneously with this press release.

NOTE: Our Chief Executive Officer's Letter to Shareholders will not be read on the conference call. The conference call will include only brief remarks followed by questions and answers.

The public is invited to listen to a live webcast of TechTarget's conference call, which can be accessed on the Investor Information section of our website at <http://investor.techtarget.com/>. The conference call can also be heard via telephone by dialing 1-888-339-0724 (US callers), 1-855-669-9657 (Canadian callers) or 1-412-902-4191 (International callers). For those investors unable to participate in the live conference call, a replay of the conference call will be available via telephone beginning February 11, 2015 one (1) hour after the conference call through March 11, 2015 at 9:00 a.m. ET. To listen to the replay, for US, dial 1-877-344-7529 and use the conference number 10058778. Canadian callers should dial 1-855-669-9658 and also use the conference number 10058778. International callers should dial 1-412-317-0088 and also use the conference number 10058778. The webcast replay will also be available for replay on <http://investor.techtarget.com/> during the same period.

About TechTarget

[TechTarget](http://www.techtarget.com) (NASDAQ: TTGT) is the Web's leading destination for serious technology buyers researching and making enterprise technology decisions. Our extensive global network of online and social media, powered by TechTarget's Activity Intelligence™ platform, allows technology sales and marketing teams to leverage real-time purchase intent data to more intelligently engage technology buyers and prioritize follow-up based on active projects, technical priorities and business needs. With more than 120 highly targeted technology-specific websites and a wide selection of custom advertising, branding, lead generation and sales enablement solutions, TechTarget delivers unparalleled reach and innovative opportunities to drive technology sales and marketing success around the world.

TechTarget has offices in Atlanta, Beijing, Boston, London, Munich, Paris, San Francisco, Singapore and Sydney.

To learn how you can engage with serious technology buyers worldwide, visit techtarget.com and follow us [@TechTarget](https://twitter.com/TechTarget).

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