



United Business Media

3 July 2007

United Business Media acquires How Machines Work Corporation for \$1.8m

Augments CMP Technology's online marketing solution capability

United Business Media Plc today announces that it has acquired How Machines Work Corporation (www.howmachineswork.com) for an initial cash consideration of \$1.2m. A further deferred consideration of up to \$0.6m will be payable over the next 2 years, subject to certain conditions.

How Machines Work Corporation is a leading designer and developer of innovative interactive online environments that are created as components of customised technology marketing campaigns. The company already works with CMP Technology's leading technology industry customers under contract. The business will be integrated into CMP Technology's Technology Innovators Group in due course. Examples of projects completed by How Machines Work for CMP Technology customers can be seen at www.mechatropolis.com and www.templeofthesungame.com/sun/templeofthesun/?source=wom

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Notes to Editors

About United Business Media Plc

United Business Media Plc is a leading global business media company. We inform markets and bring the world's buyers and sellers together at events, online, in print, and with the information they need to do business successfully. We focus on serving professional commercial communities, from doctors to game developers, from journalists to jewellery dealers, from farmers to pharmacists around the world. Our 5,000 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently.

For more information, go to www.unitedbusinessmedia.com.