



United Business Media

27 July 2007

United Business Media acquires Notilog for £2m

PR Newswire adds leading Latin American news monitoring service

United Business Media Plc today announces that has acquired Notilog from its owners for US\$4m (£2m) on behalf of PR Newswire, the UBM-owned global leader in news and information distribution services for professional communicators. A further deferred consideration of up to US\$5m (£2.5m) will be payable over the next two years, subject to certain performance conditions being met.

Notilog provides communication professionals across Latin America with a real time print, broadcast and online news monitoring, tracking and analysis service in both Spanish and Portuguese. The company was established in 1999 and now has over 250 employees. It is headquartered in Mexico with offices in Argentina and Brazil.

Notilog is the market leader in Mexico and has strong positions in Argentina and Brazil. This acquisition will provide PR Newswire with the opportunity both to acquire new customers for its core business in Latin America, as well as to offer new and existing customers a high value media monitoring and measurement service.

In 2006 Notilog revenues were US\$3.4m. The acquisition is anticipated to meet UBM's 8% post-tax cost of capital acquisition criterion in its first full year of ownership.

Charles Gregson, Chief Executive Officer of PR Newswire said:

“The acquisition of Notilog is in line with PR Newswire’s mission to enhance our international presence in geographic regions of significant growth, such as Latin America, through a combination of organic development and the acquisition of leading companies. Notilog is a leader in its space, and we look forward to welcoming the Notilog team into the PR Newswire family.”

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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.

About PR Newswire

PR Newswire Association LLC (www.prnewswire.com) provides electronic distribution, targeting, measurement and broadcast services on behalf of tens of thousands of corporate, government, association, labor, non-profit, and other customers worldwide. Using PR Newswire, these organizations reach a variety of critical audiences including the news media, the investment community, government decision-makers, and the general public with their up-to-the-minute, full-text news developments.

Established in 1954, PR Newswire has offices in 11 countries and routinely sends its customers' news to outlets in 135 countries and in more than 40 languages. Utilizing the latest in communications technology, PR Newswire content is considered a mainstay among news reporters, investors and individuals who seek breaking news from the source. PR Newswire's leading services include ProfNet ExpertsSM, eWatchTM, MEDIAtlasTM, Search Engine Optimization, MediaRoom, MediaSenseTM, MultiVuTM, U.S. Newswire, the preeminent policy newswire in the industry, and Vintage Filings, the fastest growing Edgar filing company.