



United Business Media

2 June 2008

United Business Media acquires European electronics industry event for £125,000

Expands TechInsights European portfolio with electronics industry event acquisition

United Business Media plc today announces that it has acquired event and publishing assets from EDA Ltd and EDA Exhibitions Ltd on behalf of its TechInsights division (www.techinsights.com). UBM has acquired the assets from their management owners for a total cash consideration of £125,000.

The principal asset is the Embedded Systems Show (see www.edaexhibitions.com/ess/) and its complementary online and print components (see www.esemagazine.com). The Embedded Systems Show is held annually, the next show being held at the Birmingham NEC on October 1st & 2nd 2008. The acquisition complements TechInsights' established EE Times Europe print and online presence and will help the business extend its strong US embedded systems franchise to Europe.

The ESS conference is the UK's largest forum for the embedded system design community to share technical knowledge and expertise. Technical sessions cover all of the key topics in system engineering and embedded software development with presentations by leading academics, consultants and professional tutors.

As part of the transaction TechInsights will also acquire the MCAD print and online media properties (product development and manufacturing solutions, see www.mcadonline.com). These products will provide TechInsights with an established position in the mechanical engineering space, positioning it to take advantage of the accelerating convergence of electronic design with the automotive, industrial and consumer electronics industries, as well as providing synergies with the How Machines Work business acquired in 2007.

The acquisition is anticipated to meet UBM's 8% post-tax cost of capital acquisition criterion in its first full year of ownership.

- Ends -

Contacts

Media

Peter Bancroft

Director of Communications

E-mail communications@ubmgroup.biz
Direct telephone +44 20 7921 5961

Chris Barrie
E-mail chris.barrie@citigatedr.co.uk
Direct telephone +44 20 7282 2943
Mobile +44 796 872 72 89

Analysts/Investors
Email investorrelations@ubmgroup.biz
Direct telephone +44 20 7921 5095
Nigel Wilson +44 20 7921 5019
Andrew Crow +44 20 7921 5940

Notes to Editors

1. 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 traders, 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.

2. TechInsights

TechInsights is a global media, professional services and marketing services business that serves decision makers in the electronics industry – the Creators of Technology – and the suppliers that wish to connect with them and influence their product design decisions. For more information, go to www.techinsights.com.