



United Business Media

9 December 2008

United Business Media continues the globalisation of its Game Developer business with the acquisition of Global Games Media

Game Developers Conference organiser acquires Global Games Media; launches GDC Europe and GDC Canada; 2nd edition of GDC China announced

United Business Media Limited today announces that it has acquired the business of Global Games Media (GGM) on behalf of its Think Services business (www.think-services.com) for a total cash consideration of up to €1.5m. California-based Think Services is responsible for UBM's portfolio of products for the worldwide game developer community, notably the Game Developers Conference (www.gdconf.com), the world's largest event for professional game developers.

Based in Berlin, Global Games Media has been the primary creative and operational force behind the Game Developers Conference (GDC), Europe's largest international game developer event. GGM CEO, Frank Sliwka, will join the Think Services Games Group as Vice President of European Business Development and Event Director, GDC Europe.

The acquisition of Global Games Media gives Think Services' Game Group an immediate strong presence in the European game developer market and further advances the process of globalising its game development event portfolio. With Frank Sliwka as Event Director, Think Services will launch GDC Europe (www.gdceurope.com), the premier European game developer event, in conjunction with gamescom, the leading European event for consumers, publishers and trade professionals on August 17-19, 2009 at the Koelnmesse in Cologne.

Think Services has also partnered with Reboot Communications to launch a new event, GDC Canada (www.gdc-canada.com) in association with New Media BC's Vancouver Digital Week. The event will take place 12-13 May, 2009. GDC Canada will maintain its focus on serving Canada's growing game development community, promising to bring high quality content and industry-leading speakers to the event.

Think Services also announces that its second GDC China event (www.china.gdconf.com) will take place in Shanghai on 11-13 October 2009. GDC China brings GDC's authoritative content and global perspective together with China's burgeoning developer community. GDC China 2009 aims to strengthen existing connections and building new strategic partnerships across the global game development community. GDC China's advisory board comprises representatives from China's leading games industry businesses and the event has been endorsed by key Chinese government agencies associated with the industry.

GDC China will serve as the last global event in 2009 for the GDC's global event calendar which now comprises the main Game Developer Conference in San Francisco in March, GDC Canada in Vancouver in May, GDC Europe in Cologne, Germany in August, and Austin GDC in Austin, Texas in September. Revenue bookings for the main Game Developers Conference in San Francisco in March

2009 are tracking well with approximately 85% of anticipated exhibitor and sponsor revenues already booked and attendee registration revenue showing strong early signs of continued growth.

Philip Chapnick, CEO of Think Services said:

“The acquisition of Global Games Media and the launch of our GDC Europe and GDC Canada events, as well as our second GDC China event, will help us to better serve the professional game developer community with conferences that deliver world class learning, networking and inspiration to key game developer localities across the globe.”

- Ends -

Contacts

Media

Peter Bancroft Director of Communications
E-mail communications@ubmgroup.biz
Direct telephone +44 20 7921 5961

Chris Barrie Citigate Dewe Rogerson
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

United Business Media 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 6,500 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. About Think Services

Think Services connects specialized communities worldwide using innovative media, educational events, consulting, training and certification. Providing comprehensive opportunities for people to learn from, network with, and inspire each other, Think Services builds strong brands and works within communities to foster a unique affinity with its products and services. The division's flagship products include the Game Developers Conference, the Webby Award-winning Gamasutra.com, Game Developer magazine, the International Customer Management Institute, HDI (formerly the Help Desk Institute), and Dr. Dobb's Journal. For more information, go to www.thinkservices.com.