



21 April 2010

UBM acquires SharedVue

Subscription-driven automation software strengthens Everything Channel's position in web-based IT channel marketing

United Business Media Limited today announces that it has acquired SharedVue, a web-based marketing business, from its private shareholders on behalf of UBM's Everything Channel division.

Based in Raleigh, North Carolina, SharedVue is a provider of highly scalable, subscription-based marketing automation software and consultancy services to blue-chip technology manufacturers. The company's proprietary technology simplifies the process for updating product, pricing and promotional information within a channel marketing reseller's network, as well as facilitating the management of direct sales relationships and internal communication with clients' sales teams. The system also provides subscribers with detailed lead analysis at both the vendor and solution provider level.

SharedVue has gained significant traction since its launch in 2007, generating revenue of \$1.1 million in 2009. Everything Channel will leverage its strong client relationships to support SharedVue's sales and marketing efforts, while investing in technical and operational infrastructure to drive future expansion.

Robert Faletra, CEO of Everything Channel, said:

"The acquisition of SharedVue is in line with our strategy to enhance and expand our presence in the fast-growing web-based marketing space. SharedVue's products are highly synergistic with our own and will help to meet growing customer demand in this area. SharedVue's founding management team have built a robust, profitable and fast-growing platform in a short period of time, and we look forward to helping them grow the business through the next stage of its development."

- Ends -

Contacts

Media

Peter Bancroft
E-mail
Direct telephone

Director of Communications
communications@ubm.com
+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@ubm.com
Direct telephone +44 20 7921 5095

Notes to Editors

1. UBM

UBM is a leading global provider of events; data, marketing and information products; print products; and targeting, distribution and monitoring services to specialist business communities. Our 5,800 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them and their markets to work effectively and efficiently.

For more information, go to www.ubm.com

2. Everything Channel

Everything Channel is the one-stop shop for accessing, enabling, managing and accelerating technology sales channels. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with unparalleled audience loyalty and credibility serving all technology sales channels through an extensive database. Everything Channel provides innovative sales and marketing solutions to arm the sellers of technology with the resources they need to achieve measurable and significant results.

For more information, go to www.everythingchannel.com