



11 November 2010

## **UBM acquires Publishing Expo tradeshow for £320,000**

United Business Media Limited today announces that it has acquired Publishing Expo, a tradeshow serving the UK publishing industry. UBM is acquiring the event on behalf of UBM Live from Legend Exhibitions Ltd for a total cash consideration of £320,000.

First staged in 2006, Publishing Expo ([www.publishing-expo.co.uk](http://www.publishing-expo.co.uk)) is the only major exhibition in the UK dedicated to the full range of digital and print publishing solutions. It comprises a two day exhibition and a free seminar programme addressing key issues in the publishing industries, as well as providing an opportunity to meet suppliers from all segments of digital and traditional media. The event attracts key decision-makers including senior production, circulation and distribution, marketing, design, editorial and sales staff from all types of publishing businesses, and increasingly those which are expanding into online and other digital publishing environments.

The 2011 edition of Publishing Expo will take place at Earls Court in London on 1-2 March and will be co-located with UBM Live's existing complementary tradeshow Technology For Marketing & Advertising ([www.t-f-m.co.uk](http://www.t-f-m.co.uk)) and the Online Advertising & Affiliate Expo. Publishing Expo will form part of UBM Live's Marketing Technology and E Commerce Portfolio, which also includes Internet World and E Commerce Expo.

The acquisition is anticipated to exceed UBM's cost of capital criterion in its first full year of ownership.

Simon Foster, Chief Executive of UBM Live said:

"The acquisition of Publishing Expo adds a further industry-leading event that complements our Technology For Marketing & Advertising and Online Advertising and Affiliate Expo events. Co-locating these events at a single venue at Earls Court in 2011 will enable us to provide the UK's first comprehensive live event solution for marketing, advertising and media professionals and businesses."

- Ends -

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## Notes to Editors

### 1. UBM

UBM focuses on two principal activities: worldwide information distribution, targeting and monitoring; and the development and monetisation of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 5,900 staff in more than 30 countries are organised into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

For more information, go to [www.ubm.com](http://www.ubm.com)

### 2. UBM Live

UBM Live operates exhibitions, awards, websites and online products and publications in more than twenty different business sectors internationally. Its market-leading brands include CPhI, IFSEC, Food Ingredients, Cruise Shipping Miami, Technology for Marketing & Advertising, International Confex and Informex. With offices in the UK, Netherlands, USA, UAE and Brazil, UBM Live has successfully geo-cloned its leading CPhI, Food Ingredients, TFM&A and IFSEC brands into territories such as China, Japan, Asia, Eastern Europe, South America and Africa. As well as building relationships with our customers, we help wider communities through our corporate responsibility programme.

For more information, go to [www.ubmlive.com](http://www.ubmlive.com)