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UBM transfers EDN China and EDN Asia to its eMedia Asia joint venture with Global Sources

United Business Media Limited (LSE: UBM.L) today announces that its subsidiary, Canon Communications LLC, has transferred Canon Communications Asia Pte. Ltd. and Beijing Reed Advertising Services Co., Ltd. – which together own EDN China, EDN Asia and certain associated titles – to eMedia Asia Limited, UBM's joint venture with Global Sources Ltd. (NASDAQ: GSOL) in which UBM has a 39.9% interest and Global Sources has a 60.1% interest. UBM received a cash consideration of US\$4 million from eMedia Asia.

UBM acquired the EDN titles as part of its acquisition of Canon Communications which completed in October 2010. EDN China and EDNChina.com are amongst the leading publications and websites for China's electronics design community with more than 400,000 registered online members and 40,000 subscribers to the print and digital edition magazine.

UBM and Global Sources established their eMedia Asia joint venture in 2000 to develop and market media products for the China electronic engineering community. eMedia Asia's portfolio includes the leading electronic design print and online networks, *EE Times China*, *Electronic Design China* and *Electronics Supply & Manufacturing China*, which extends complete technical and industry information to engineers and leaders of China electronics manufacturers in print, online and via component cataloging. With the addition of EDN China, the portfolio now reaches more than 1.2 million technology decision-makers in China's electronics industry and has over 150,000 print magazine subscribers.

Paul Miller, Chief Executive Officer of UBM Electronics, said:

"We are pleased to transfer these EDN titles into our eMedia Asia joint venture and we look forward to their continued success in serving the Asia electronics engineering community."

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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

2. UBM Electronics

UBM Electronics is the global leader in media and marketing solutions for the electronics industry. UBM Electronics delivers results for the key influencers and decision makers involved in the design, development and commercialization of technology through its market leading brands, peer communities and professional education services. More than 2.2 million engineering professionals engage with UBM Electronics brands which include EE Times, EDN, EDN Japan, Design News and Test & Measurement World, TechOnline, Designlines and Embedded.com across the globe to accelerate technology sales. The international electronics community gathers at UBM Electronics market leading events such as the Embedded Systems Conferences, DesignCon and ARM Technology Conference to share, learn, discuss, and advance the critical issues and challenges facing the electronics industry. Additionally, UBM Electronics provides end-to-end services ranging from next-generation marketing, integrated media, custom solutions and research.

For more information, go to www.ubmelectronics.com

3. Global Sources

Global Sources is a leading business-to-business media company and a primary facilitator of trade with Greater China. The core business uses English-language media to facilitate trade from Greater China to the world. The other business segment utilizes Chinese-language media to enable companies to sell to, and within Greater China.

The company provides sourcing information to volume buyers and integrated marketing services to suppliers. It helps a community of over 1 million active buyers source more profitably from complex overseas supply markets. With the goal of providing the most effective ways possible to advertise, market and sell, Global Sources enables suppliers to sell to hard-to-reach buyers in over 240 countries.

The company offers the most extensive range of media and export marketing services in the industries it serves. It delivers information on over 5.5 million products and more than 262,000

suppliers annually through 14 online marketplaces, 13 monthly print and 18 digital magazines, over 80 sourcing research reports and 73 specialized trade shows a year across nine cities.

Verified suppliers receive more than 127 million sales leads annually from buyers through *Global Sources Online* (<http://www.globalsources.com>) alone.

Global Sources has been facilitating global trade for 40 years. Global Sources' network covers more than 60 cities worldwide. In mainland China, Global Sources has about 2,700 team members in more than 40 locations, and a community of over 2.8 million registered online users and magazine readers for its Chinese-language media.

4. eMedia Asia Limited

eMedia Asia Limited is a joint venture between Global Sources (60.1%) and United Business Media's EETimes Group (39.9%).

eMedia Asia provides 500,000-plus technology decision-makers throughout Asia and China with access to a multichannel media network. Through its technical events, publications and online network, eMedia Asia leads in providing the region's electronics community with the business and technical information they need to remain competitive.