



11 May 2011

## United Business Media name change

United Business Media Limited today announces that at its Annual General Meeting yesterday shareholders approved a resolution to change the name of the company from United Business Media Limited to UBM plc.

The change of name is effective immediately. Since UBM's corporate logo already uses UBM, no changes in corporate identity or branding are required.

David Levin, UBM's Chief Executive Officer said:

"Adopting UBM aligns the business's formal name with how we are most commonly referred to. UBM is also a much more recognisable name in the global markets in which we now operate. Moving to UBM underlines the transition the business has made over the last five years away from traditional media like newspapers and television, and towards live events, data and information services, digital and print media products and marketing services for professional and commercial communities."

– Ends –

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## **Notes to Editors**

### **1. About UBM plc**

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)