



United Business Media

9 October 2006

United Business Media buys The Austin Game Initiative

Strengthens CMP Technology's leading position in growing games development market

United Business Media plc announces today that its wholly-owned, US-based subsidiary CMP Technology has acquired The Austin Game Initiative LLC, a producer of conferences and events targeting game industry professionals for a total cash consideration of \$1.15m.

The Austin Game Initiative's leading event, the Austin Game Conference, took place on September 6-8, attracting more than 2,000 attendees and over 150 vendors. The acquisition of The Game Initiative will enable CMP Technology to expand its offerings to the growing game development community, particularly in online and casual game development.

CMP Technology is the leading marketing solutions provider to global technology markets, including the game development market. Its media portfolio includes the games development industry's leading publication (Game Developer, www.gdmag.com), events (including the Game Developers Conferences, www.gdconf.com, among others) and the award-winning Gamasutra website (www.gamasutra.com).

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Notes to Editors

1. About United Business Media plc

United Business Media is one of the world's leading global business information companies. UBM brings together the world's buyers and sellers, helping their markets work effectively and efficiently through PR Newswire's news distribution network, Commonwealth's trade and transportation business intelligence, and through CMP's portfolio of events, print and on-line publications. For more information, go to www.unitedbusinessmedia.com

1.1. About CMP / Commonwealth

CMP's portfolio of more than 200 newspapers, magazines and directories, 200 websites and 300 events brings together buyers and sellers from a range of global sectors including technology, healthcare, the built environment, lifestyle, fashion and ingredients. CMP operates globally through four divisions:

1.1.1. **CMP Technology:** CMP Technology is the USA's leading high tech B2B media company, providing marketing solutions for the global technology industry. Through its market-leading portfolio of trusted information brands, CMP Technology has earned the confidence of more technology professionals than any other media company. As a result, CMP Technology is the premier provider of access, insight and actionable programs designed to connect sellers and buyers in ways that yield superior return on investment. For more information, go to www.cmp.com

1.1.1.1. **CMP Technology's Game Group:** A core provider of essential information to the professional game industry, the CMP Game Group offers market-defining content, and drives community through the Game Developers Conference, Game Developer magazine, the Webby Award-winning Gamasutra.com, the Serious Games Summit D.C., GDC Mobile, GDC Europe, the Independent Games Festival, the Game Developers Choice Awards, GDC London, the London Games Summit, GDCTV, GDCRadio, and the GDC Focus On event series. For more information, please visit www.cmpgame.com

1.1.2. **CMP Asia:** Headquartered in Hong Kong with offices throughout the region, CMP Asia is a leader in exhibitions and online and print business information publications for Asian markets. Working with partners from around the world, CMP Asia stages a range of leading events which includes the largest international jewellery, leather and fashion, beauty and furniture trade shows in Asia, as well as the definitive health show for the Japan market. For more information, go to www.cmpasia.com

1.1.3. **CMP Information:** Operating in the UK and internationally, CMPi provides professional media solutions to around 20 industry sectors. Its products include magazines, exhibitions, conferences, awards events, information products and websites, targeted at business professionals across a range of markets such as the built environment, travel, licensed trade, agriculture, security and ingredients. For more information, go to www.cmpi.biz

1.1.4. **CMPMedica:** CMPMedica provides information and education to healthcare professionals and patients around the world. It has a unique portfolio of professional media products including newspapers, magazines, drug directories, electronic databases, websites and events. For more information, go to www.cmpmedica.com

1.1.5. **Commonwealth Business Media:** Commonwealth Business Media is the leading information provider to the global trade and transportation market with comprehensive proprietary data, news and analytical content. Its leading brands include Port Import Export Reporting Service ("PIERS") Global Intelligence Solutions, BACK Aviation Solutions ("BACK"),

The Journal of Commerce and a number of directory databases covering the international trade, railroad and trucking markets. Commonwealth is headquartered in East Windsor, New Jersey with offices around the US and internationally. For more information, go to www.cbizmedia.com

1.2. About PR Newswire

PR Newswire is the world's leading corporate news distribution service. Headquartered in New York, PR Newswire provides news distribution, targeting, measurement and broadcast services on behalf of tens of thousands of customers including many of the world's top companies and agencies. PR Newswire has offices in 11 countries and routinely sends its customers' news to outlets in 135 countries and in more than 40 languages. PR Newswire's services include ProfNet Experts, eWatch, MEDIAtlas, Search Engine Optimization , MediaRoom, MediaSense and MultiVu. For more information, go to www.prnewswire.com