



United Business Media

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United Business Media acquires four tradeshow for £4.7m

Extends Live Media's portfolio with acquisition of UK and South African events

United Business Media today announces that it has acquired four tradeshow on behalf of its Live Media business (formerly part of CMP Information) for a total cash consideration of £4.7m. The acquisitions are anticipated to meet UBM's 8% post-tax cost of capital acquisition criterion in their first full year of ownership.

Sleep & Arc – premium interior design tradeshow

UBM has acquired the Sleep Event (www.thesleepevent.com) and the Arc Show (www.thearcshow.com), two high end interior design tradeshow, from their individual shareholders. The Sleep Event is a leading design-led exhibition, conference and awards ceremony which attracts leading hotel owners, operators, designers, architects, investors, developers and suppliers to the industry. The 2008 Sleep Event is forecast to generate revenue of approximately £1m. The Arc Show is a lighting event and conference for the architectural, retail and commercial lighting sectors. The 2008 Arc Show generated revenue of approximately £0.5m. Both shows are held annually in London.

Securex – South African security tradeshow

UBM has acquired a 50% stake in Securex (www.securex.co.za), a South African security tradeshow, from Reach Exhibitions (Proprietary) Limited, part of Andry Montgomery Ltd. Live Media and Andry Montgomery Ltd, one of Africa's largest tradeshow organisers, will establish a joint venture company in South Africa to own and manage the tradeshow. The Securex 2008 show generated revenues of approximately £400,000.

IDMF – direct marketing tradeshow

UBM has acquired the International Direct Marketing Fair (IDMF) (www.idmf.co.uk) from Reed Elsevier plc. IDMF focuses on the direct marketing industry, attracting companies such as printers, mailing houses and distribution companies. In 2008 the show generated revenues of around £1.3m.

Jane Risby-Rose, Chief Executive of Live Media said:

“These are great acquisitions for the Live Media business because they deepen and broaden our event portfolio in our key markets.”

“The Sleep Event and Arc Show are both growing strongly and have internationally-recognised brands in their respective marketplaces. The shows are natural complements to our Decorex, Collection, The Lighting Show and Bar shows, and will support our growth in the international high end contract and retail interior design markets.”

“Securex gives us a great opportunity to expand the global footprint of our IFSEC brand and to broaden our position in the wider security market. We are very pleased to enter the strategically important South African market in partnership with Andry Montgomery Ltd, Africa’s largest tradeshow organiser.”

“The acquisition of the International Direct Marketing Fair augments our existing strong position in the digital marketing, data and CRM sectors and is a great complement to the Call Centre Expo, (www.callcentre-expo.co.uk), Internet World (www.internetworld.co.uk) and Technology For Marketing & Advertising (www.t-f-m.co.uk) shows.”

- Ends -

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Notes to Editors

1. About United Business Media

United Business Media is a leading global business media company. We inform markets and bring the world’s buyers and sellers together at events, online, in print, and with the information they need to do business successfully. We focus on serving professional commercial communities, from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists around the world. Our 5,000 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently. For more information, go to www.unitedbusinessmedia.com.