



6 May 2010

## **UBM acquires CenTradeX assets for up to \$644,000**

### **Strengthens UBM Global Trade's market intelligence capabilities**

United Business Media Limited today announces that it has acquired selected assets of CenTradeX Inc., a provider of market intelligence tools, on behalf of UBM Global Trade's PIERS Global Trade Intelligence business. The consideration comprises an initial cash payment of \$544,000 and a further performance-related consideration of up to \$100,000 payable over two years.

CenTradeX provides sophisticated market intelligence tools which enable customers to manipulate and analyse import/export data market intelligence drawn from sources around the world, including UBM Global Trade's PIERS dataset.

The acquisition will enable UBM Global Trade to enhance the user interface and analytical tools for its market-leading PIERS Global Intelligence product portfolio. This will help its customers extract further value from PIERS' extensive US import/export data, particularly in identifying new business opportunities, developing market insights and gaining competitive advantage.

John Day, CEO of UBM Global Trade, said:

"This acquisition shows our continuing commitment to investing in the development of our PIERS products. The acquisition of CenTradeX's market-leading software assets and capabilities will help us better meet the needs of our customers and cement our position as the leading provider of international trade market intelligence."

- Ends -

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**Notes to Editors****1. UBM**

UBM is a leading global provider of events; data, marketing and information products; print products; and targeting, distribution and monitoring services to specialist business communities. Our 5,800 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them and their markets to work effectively and efficiently.

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

**2. UBM Global Trade**

UBM Global Trade is the leading information provider to the global trade, transportation and travel market with comprehensive proprietary data, news and analytical content. Its vanguard brands include The Journal of Commerce, PIERS Global Intelligence Solutions and a number of directory databases covering the international trade, railroad and trucking markets. The company also produces more than 12 conferences serving international trade and maritime markets.

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