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UBM acquires remaining equity in PR Newswire Brazil and PR Newswire Argentina joint ventures

United Business Media Limited today announces that in two separate transactions it has acquired the remaining equity in PR Newswire Brazil and PR Newswire Argentina from the respective private joint venture partners. UBM has acquired the remaining 62.03% interest in PR Newswire Brazil for an initial cash consideration of \$1.2 million with a further performance-related consideration of \$0.2m, payable over the next two years. The remaining 10% interest in PR Newswire Argentina was acquired for a total cash consideration of \$40,000.

Founded in 1998, PR Newswire Brazil provides Brazilian corporations and public relations agencies with a wide range of targeting, distribution and monitoring services to help them communicate and engage with global audiences. These services include: broadcast and video services; financial printing and filing services; ProfNet, the pre-eminent expert network; clipping and monitoring services, such as eWatch, Social Media Metrics and MediaSense; and, web engagement tools such as MediaRoom and IR Room.

PR Newswire Argentina is a small but fast-growing business, serving domestic and international customers in Argentina and across the wider Southern Cone of Latin America with targeting, distribution and monitoring services, including the Notilog media monitoring service acquired by UBM in July 2007.

The acquisition of the remaining equity in these two joint venture businesses will enable accelerated investment in these and related UBM businesses to support their growth in the rapidly expanding Latin American economies. UBM will establish a regional PR Newswire Latin America operation, based in Sao Paulo in Brazil, to integrate UBM's Brazilian, Argentinean and Mexican businesses. This structure will provide significant operational efficiencies and a strengthened product proposition and sales capability across the region.

- Ends -

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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 6,400 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. PR Newswire

[PR Newswire](http://www.prnewswire.com) is the global leader in innovative communications and marketing services, enabling organizations to connect and engage with their target audiences worldwide.

Through its multi-channel distribution network, multimedia, audience intelligence, targeting, measurement and compliance services, PR Newswire helps corporations and organizations conduct rich, timely and dynamic dialogues with the media, consumers, policymakers, investors and the general public, in support of building brands, generating awareness, impacting public policy, driving sales, and raising capital.

Pioneering the commercial news distribution industry 55 years ago, PR Newswire connects customers with audiences in more than 170 countries and in over 40 languages through an unparalleled network of offices in 16 countries across North and South America, Europe, Asia, and the Middle East, and via unique affiliations with the leading news agencies across the globe. For more information, go to www.prnewswire.com.