



## United Business Media

18 November 2008

### **United Business Media acquires Xinhua PR Newswire for \$6m**

United Business Media Limited today announces that it has acquired full control of Xinhua PR Newswire, the largest corporate announcement distribution service in China from its partner, Xinhua Finance, for a cash consideration of \$6m. Under the terms of the acquisition, UBM will also acquire Xinhua Finance's corporate announcement distribution businesses based in Hong Kong, Singapore and Taiwan.

Xinhua PR Newswire (XPRN) was established in 2002 as a marketing alliance between PR Newswire and Xinhua Finance to provide a global best practice corporate announcement, market disclosure and distribution services to customers based in China. Under the terms of the agreement, Xinhua Finance was responsible for the day-to-day operations of XPRN while PR Newswire provided the distribution platform, marketing and strategic direction. The business is now China's largest corporate announcement distribution service, assuring its publicly-listed customers' full compliance with LSE, NYSE, AMEX and NASDAQ disclosure requirements, and enabling them to communicate with a network of more than 9,000 journalists representing some 3,000 agencies in China.

Under the terms of the agreement, PR Newswire will acquire the whole of XPRN's China operation, based in Beijing with offices in Shanghai and Shenzhen. The business will be rebranded as PR Newswire China. PR Newswire will also acquire Xinhua Finance's corporate announcement business in Hong Kong, Singapore and Taiwan. This business will be rebranded as PR Newswire Asia. The businesses' executives and senior management will remain in their current positions. In total, the combined operations employ around 50 people. In 2007 the acquired businesses generated revenues of around \$4m. The acquisition is expected to meet UBM's cost of capital threshold in its first full year of ownership.

Charles Gregson, Chief Executive Officer of PR Newswire said:

"In less than six years since its launch, XPRN – to be rebranded PR Newswire China - has grown to become an essential messaging conduit in China, allowing companies, both public and private, to communicate their messages to investors and media in China and around the world. Today's acquisition offers a significant step forward for PR Newswire China and the companies it serves. Merging with PR Newswire's global operations will allow us to create opportunities to introduce new communications tools to China's business community, including broadcast and video services, ProfNet, media monitoring and EDGAR filing, while enhancing the marketing, customer service, and operational efficiencies of the entire business unit."

