

For Immediate Release

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Haymarket Media Acquires DMNews

New York, NY February 23, 2007 – Haymarket Media Inc. (“Haymarket Media”) has acquired *DMNews* from Courtenay Communications Corporation (“Courtenay”). Both companies are privately-held and based in New York. Details of the transaction were not disclosed.

The Jordan, Edmiston Group, Inc., the New York-based investment banking firm that specializes in media and information, represented Courtenay in the transaction and acted as its exclusive financial advisor.

DMNews was launched in 1979 by Adrian Courtenay who, as owner and CEO over the past 28 years, has built an impressive multi-channel franchise:

- *DMNews*' print edition is a weekly tabloid with a circulation over 50,000. It is the clear market leader in industry surveys of both readership and advertising.
- Other print offerings include the *DM News Essential Guide* series, which provides information on key topics, such as search engine marketing, e-mail marketing and database management.
- The website, DMNews.com, is the most heavily-trafficked site in the DM field.
- Six e-mail newsletters, including DMNews-iMarketing News Daily, DM News Hot List of the Day, DM News Whitepaper of the Day and three weeklies, which are delivered to over 35,000 individuals.

The sale of DM News includes the rights to another Courtenay magazine, *iMarketing News*, which was published from 1999 to 2002.

Haymarket Media is one of the fastest-growing media companies in the US. Its parent, Haymarket Media Group, is based in London and is the largest privately-owned magazine publishing company in the UK, with offices in the US, India, Germany, China and Australia. It is owned by the Rt. Hon. the Lord Heseltine.

In the US, Haymarket Media publishes a dozen magazines covering the marketing, public relations, medical, elderly care, and information securities businesses, each with market-leading online platforms.

Haymarket Media CEO William Pecover commented, “We are very excited to have made this acquisition and to be working with Adrian Courtenay who knows this industry inside out. *DMNews* is a perfect fit, not just next to our US brands *PRWeek* and *Medical Marketing & Media*, but also alongside our direct and other marketing brands worldwide.” Haymarket Media titles in the UK include *Marketing Direct*, *Direct Response*, *Brand Republic*, *Campaign*, *Marketing*, and *Media Week*. *Media* magazine is published in Asia.

Adrian Courtenay is equally enthusiastic, “There are huge publishing opportunities in the direct, database and Internet marketing fields that *DMNews* covers. Haymarket has the resources necessary to exploit these opportunities and take *DMNews* to the next level. I'm confident that the *DMNews* brand will be in good hands.”



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Mr. Courtenay will serve as a consultant to Haymarket for the balance of 2007.

About JEGI

Celebrating its 20th anniversary in 2007, JEGI (www.jegi.com) is recognized as a leading provider of investment banking services for the media and information industries. JEGI has undertaken the sale of numerous entrepreneurial businesses and significant disposition engagements for a wide range of major media and information companies, including CNET, Dow Jones, Hearst, Jupitermedia, Nielsen Media (formerly VNU), Pearson, Reed Elsevier, Thomson Corporation and United Business Media.

JEGI has also advised on the sale of assets for a number of leading private equity funds, including Abry Partners, Frontenac Company, Housatonic Partners, Pflingsten Partners, Seaport Capital, Warburg Pincus and Wicks Group of Companies.

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