



For Immediate Release

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Schofield Media Acquires Food, Beverage and Retail Properties from VNU Business Media

(New York, NY – March 22, 2005) VNU Business Media, a division of VNU Inc., has announced the sale of *Restaurant Business*, *FoodService Director*, *Beverage World* and *Retail Merchandiser* magazines and the ID Access Web site to Ideal Media LLC, a division of Schofield Media Ltd. of Chicago, IL. Schofield is a leading business-to-business publisher of high-quality, award-winning magazines in markets such as: manufacturing and services; food and drink; raw materials exploration and processing; construction; pharmaceuticals; healthcare; and cosmetics.

The acquisition further enhances Schofield's position in the food, beverage and retail markets and complements its current portfolio of magazines and Web sites. "We are thrilled that these great magazines and their talented staffs are joining our growing company," said Andrew Schofield, founder and CEO of Schofield Media. "We see tremendous potential for these publications by building on their editorial excellence and market positions."

Michael Marchesano, President and CEO of VNU Business Media said, "We are pleased that these titles have found a new home with Schofield Media. Although they were no longer a strategic fit with our broader portfolio, the titles remain highly-regarded authorities in the food service and mass market retail sectors, and we are confident that they will continue to uphold their high standards under Schofield's leadership."

The Jordan, Edmiston Group, Inc. (JEGI) of New York, NY represented VNU Business Media in this transaction.

About VNU Business Media

VNU Business Media is a preeminent authority in the business-to-business arena, providing its customers with must-have information through comprehensive, customized and integrated marketing solutions. The company delivers this valuable information through 51 market-leading trade magazines, 27 directories, 70 events and conferences, 59 trade shows and 150 electronic products. With operations around the globe, VNU Business Media covers some of the most powerful industries in the world, including entertainment, media, marketing, retail, travel, professional performance, real estate and design, food service and beverage, and healthcare.

About Schofield Media Ltd.

Schofield Media is a leading publisher of business-to-business trade magazines that business leaders rely on to stay competitive in their fields. Each month, corporate-level executives worldwide read Schofield's magazines to learn about

best practices in a wide array of areas, including manufacturing and services, food and drink, construction, pharmaceuticals and cosmetics. Established in 2000, Schofield Media has built a reputation as a publisher of high-quality, award-winning magazines in markets that are extremely desirable to advertisers. With fast-increasing readership and dynamic editorial and design content, the company's periodicals offer a unique marketing opportunity.

About JEGI

Founded in 1987, JEGI (www.jegi.com) is widely recognized for its leadership in middle-market merger and acquisition advisory services for the media and information industries. Leveraging the shared insights and wisdom gleaned from hundreds of transactions, JEGI has built a client base that ranges in size from the largest media and information companies consolidating their portfolios to entrepreneurs selling their businesses or taking them to the next stage of development. JEGI's impeccable reputation reflects its knowledge and record of superior performance on behalf of its clients.

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