



For Immediate Release

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CMP Media Acquires Light Reading

(New York, NY – August 18, 2005) Light Reading Inc. of New York, NY has been acquired by CMP Media LLC, a subsidiary of UK-based United Business Media, for \$27 million cash at closing.

This deal will give CMP a market leading position in the global telecommunications segment, at a time when it is poised for a new round of growth. CMP's strong position in the enterprise marketplace will help Light Reading reach beyond service providers, equipment manufacturers, public sector organizations and the business/financial community to further expand its business.

Light Reading will become an autonomous business unit within CMP. Stephen Saunders, co-founder and CEO of Light Reading, remains President of Light Reading and becomes Senior Vice President of CMP's newly formed Communications Group.

“We created Light Reading in the belief that the Internet would revolutionize business-to-business publishing,” said Saunders. “We have proved the point by posting six consecutive years of profitability and growth. In CMP Media, we have found the ideal partner to take our business to the next level, one that replicates our business model on a much larger scale.”

Saunders will report directly to Steve Weitzner, CMP's Executive VP and COO, and all Light Reading employees will become part of the CMP Media organization.

“We are looking forward to Light Reading's very talented group of executives and professionals joining us as colleagues,” said Weitzner. “These guys have been blazing a new trail in the B2B market, and we are excited about the opportunities this acquisition offers for both organizations.”

The Jordan, Edmiston Group, Inc. represented Light Reading in this transaction.

About Light Reading

Founded in 2000, Light Reading Inc. (www.lightreading.com) is the ultimate source for technology and financial analysis of the communications industry and is leading this key media sector in traffic, content and reputation. The company's pioneering integrated Internet publishing model spans Web sites, paid research (www.heavyreading.com), online seminars, live conferences and tradeshows.

About CMP Media

CMP Media (www.cmp.com) is the leading integrated media solutions company providing “broad and deep” access to the entire technology spectrum – the builders, sellers and buyers of technology worldwide. The company’s comprehensive database of technology decision makers enables marketers to reach targeted audiences throughout the purchase process, with publications, Web offerings, face-to-face events, consulting and other marketing services that deliver tangible results.

About The Jordan, Edmiston Group, Inc. (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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