



# For Immediate Release

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## Reed Business Information to Acquire Online Lead Generation Business – BuyerZone

**New York, NY December 4, 2006** – Reed Business Information (RBI), a leading B2B publisher in the US and part of Reed Elsevier, a world-leading publisher and information provider, today announced that it will acquire BuyerZone.com, Inc. (BuyerZone), an online lead generation company. The closing is expected to occur on or about January 1, 2007, after the requisite regulatory approval is obtained.

The Jordan, Edmiston Group, Inc. (JEGI), the New York-based investment banking firm that specializes in media and information, represented Reed Business Information in this transaction and acted as its exclusive financial advisor.

BuyerZone is a leading online B2B marketplace that links prospective buyers to qualified suppliers of more than 125 business product and service categories. These include office and industrial equipment, telecom, technology, software services, human resources, financial products and retail services. Since 2004, BuyerZone has facilitated more than \$5 billion worth of transactions.

The acquisition will accelerate online growth for RBI. BuyerZone's search engine marketing expertise will assist RBI in growing its marketing and editorial reach across numerous industry sectors. BuyerZone will benefit from RBI's substantial portfolio of Web sites, magazines and e-mail marketing businesses, as well as search engine optimization skills from Reed Business Interactive and Reed Business' global tradeshow.

Tad Smith, CEO of Reed Business Information commented, "We are pleased to acquire BuyerZone, a company with a strong track record in search engine marketing and lead generation, as a cornerstone of our online growth strategy."

Sam Zales, BuyerZone President and Chief Executive Officer added, "We are excited to become a part of Reed Business Information. RBI's online and offline reach and resources across a broad set of industries will provide significant growth opportunities for BuyerZone, which will benefit both buyers and suppliers using our marketplace."

### **About Reed Business Information**

Reed Business Information ([www.reedbusiness.com/us](http://www.reedbusiness.com/us)) offers business professionals in the media, manufacturing, electronics, construction and retail industries more than 75 Webzines and portals, 80 market-leading business-to-business publications, directories, and several market research, e-mail direct marketing, and subscription database businesses. Reed Business Information is part of Reed Elsevier (NYSE: RUK and ENL), a world-leading publisher and information provider operating in the science and medical, legal, education and business-to-business industry sectors.

### **About BuyerZone**

Since 1992, BuyerZone ([www.buyerzone.com](http://www.buyerzone.com)) has helped millions of businesses save time and money on their most essential business purchases. With more than \$5 billion in business purchasing transactions facilitated through its

marketplace since 2004, BuyerZone's service attracts active buyers seeking purchasing guidance across more than 125 business product and service categories. BuyerZone's free Request for Quotes service uses a dynamic matching process to connect each buyer with the most appropriate providers within a comprehensive network of more than 7,500 top local and national suppliers.

### **About JEGI**

Celebrating its 20<sup>th</sup> anniversary in 2007, JEGI ([www.jegi.com](http://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, Pearson, Reed Elsevier, Thomson Corporation, United Business Media and VNU. JEGI has also advised on the sale of assets for a number of leading private equity funds, including Abry Partners, Frontenac Company, Housatonic Partners, Pfingsten Partners, Seaport Capital, Warburg Pincus and Wicks Group of Companies.

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