



# For Immediate Release

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## 2004 Media and Information Industries M&A Overview

### Deal Activity +31% and Deal Value +50% in 2004

New York, NY January 3, 2005 – The M&A market for the media and information industries rebounded strongly in 2004 according to The Jordan, Edmiston Group, Inc. (JEGI), the leading investment bank in M&A for the media and information industries. JEGI tracks deal activity through the JEGI Transaction Database in 11 key media and information sectors, which are highlighted in the chart below. According to the results, there were 465 deals totaling \$30.8 billion in the media and information industries in 2004, far surpassing 2003 totals.

The significant rise in M&A activity in the media and information industries was led by the following key sectors: business-to-business magazines (number of deals up 25.8%; total value up 238%); database information services (number of deals up 2.6%; total value up 150.2%); exhibitions and conferences (number of deals up 27.8%; total deal value up 753%); newspaper publishing (number of deal up 43.1%; total value up 16.7%); and online media (number of deals up 70.6%; total value up 199%).

## Media and Information Industries M&A Activity

### January - December 2004 v. 2003

Industry Sector	2004		2003		% Change	
	January - December		January - December			
	No. of Deals	Value (\$MM)	No. of Deals	Value (\$MM)	No. of Deals	Value
Business to Business Magazines	39	1,827	31	541	25.8%	237.7%
Consumer Books	19	62	11	176	72.7%	(64.6%)
Consumer Magazines	37	514	35	1,539	5.7%	(66.6%)
Database Information Services	39	3,258	38	1,302	2.6%	150.2%
Directory & Reference Publishing	19	4,711	20	4,197	(5.0%)	12.3%
Educational & Professional Publishing	22	1,016	24	1,574	(8.3%)	(35.5%)
Exhibitions & Conferences	23	921	18	108	27.8%	752.8%
Newsletter Publishing	26	186	15	280	73.3%	(33.6%)
Newspaper Publishing	83	4,806	58	4,117	43.1%	16.7%
Online Media	87	6,788	51	2,274	70.6%	198.5%
<b>Subtotal</b>	<b>394</b>	<b>24,089</b>	<b>301</b>	<b>16,107</b>	<b>30.9%</b>	<b>49.6%</b>
Marketing & Interactive Services	71	6,664	n.a.	n.a.	n.a.	n.a.
<b>Total</b>	<b>465</b>	<b>30,753</b>	<b>301</b>	<b>16,107</b>	<b>n.a.</b>	<b>n.a.</b>

Source: JEGI Transaction Database

In 2004, JEGI expanded its commitment to the Marketing and Interactive Services sector, which comprises a dynamic group of companies that help drive advertising revenue and customer acquisition. This sector, which includes ad agencies,

direct marketing groups, interactive ad technologies, search marketing companies and others, has been very active on the M&A front, with 71 deals totaling \$6.7 billion in value in 2004.

### 2004 Top 10 Transactions

The following chart highlights the 10 largest transactions in deal value in 2004 in the media and information sectors tracked by the JEGI Transaction Database:

<b>Top 10 Media and Information Transactions, 2004</b>					
<b>Date</b>	<b>Buyer (Parent)</b>	<b>Seller (Parent)</b>	<b>Property</b>	<b>Value (MM)</b>	<b>Industry Sector</b>
Sep-04	World Directories Acquisition Corp. (Cinven Limited and Apax Partners)	VNU	World Directories Group	\$2,500	Directory & Reference Publishing
Sep-04	WPP Group plc	Grey Global Group, Inc.	Grey Global Group, Inc.	\$1,500	Marketing & Interactive Services
Jul-04	R.H. Donnelley Corp.	SBC Communications Inc.	129 Directories in the Mid-West	\$1,420	Directory & Reference Publishing
Jul-04	Press Acquisitions (Press Holdings)	Telegraph Group Limited (Hollinger International)	Telegraph Group Limited	\$1,327	Newspaper Publishing
Sep-04	Cendant Corporation	Orbitz, Inc.	Orbitz, Inc.	\$1,050	Online Media
Jul-04	Lexis Nexis (Reed Elsevier)	Seisint, Inc.	Seisint, Inc.	\$745	Database Information Services
May-04	Deluxe Corporation	New England Business Services (NEBS)	NEBS	\$745	Marketing & Interactive Services
Apr-04	Morgan Stanley	Barra	Barra	\$611	Database Information Services
Mar-04	Yahoo! Inc.	Kelkoo S.A.	Kelkoo S.A.	\$575	Online Media
Nov-04	Dow Jones & Co.	MarketWatch, Inc.	MarketWatch, Inc.	\$519	Online Media
<b>Total Deal Value</b>				<b><u>\$10,992</u></b>	

Source: JEGI Transaction Database

### About JEGI

Founded in 1987, JEGI ([www.jegi.com](http://www.jegi.com)) is widely recognized for its leadership position 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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