

Multi award winning trade exhibition, Technology For Marketing & Advertising, launches in China

London, November 12th 2009 – United Business Media (UBM) today announced the launch of Technology For Marketing & Advertising (TFM&A) China, bringing the UK's leading integrated marketing event to Shanghai next year. TFM&A offers visitors the latest industry insight, trends and developments as well as leading suppliers of digital, data, direct & CRM solutions - providing the perfect blend for truly integrated marketing & advertising campaigns. It is this unique position and distinctive focus that is valued by the marketing and advertising professionals who attended. TFM&A China 2010 will be held at Shanghai Pudong Exhibition Center, 25 – 26 August 2010. The official web site www.tfmchina.com is now online.

TFM&A has grown exponentially in the UK since its launch in 2001 with the 2009 London show again breaking all of its previous attendance and revenue records.

- ✓ Total attendees: 9,643 of which 8,263 were pure visitors (ABC Audited)
- ✓ Over 200 suppliers including Oracle, Google, SAS, Omniture, DoubleClick, Acxiom, SAP etc.
- ✓ TFM&A's achievements were recognized with 'Best Marketing Campaign' at prestigious AEO Awards and 'Best Trade Exhibition' at the Event Awards

"Marking the 10th anniversary of TFM&A, it is especially meaningful to bring the show to China. We are not only impressed by the growing tradeshow industry here in Shanghai, but research findings also indicate there is a strong need for a high quality integrated marketing solutions event. This is indeed very exciting!" said Simon Mills, Event Director.

"TFM&A is a focused professional event. It is not only an exhibition, but also offers a high quality FREE conference programme. Highlights from the 2009 event included the 'Sensational Six' keynotes from Google, Ogilvy, BBC, LinkedIn, facebook and YouTube. Plus 55 seminars in 5 themed theatres covering digital marketing, online advertising, CRM, data and ecommerce," commented by Natasha Berrow, Event Manager of TFM&A. "Of course it is our highest priority that TFM&A China takes full consideration of the local market and tailors the services to meet the needs of the community in China, supported by UBM's global resources."

"TFM&A proved to be an outstanding success for smartFOCUS. Sponsoring the Internet Cafe and the educational theatres for our customers Manchester United & RIAS added to the constant stream of visitors keen to discuss their Multichannel and Digital Marketing requirements. We look forward to being part of TFM&A in 2010." Chris Underhill, CEO, smartFOCUS

It is clear that in the current climate marketing & advertising professionals are keener than ever to make their campaigns even more efficient and effective which makes TFM&A's launch in China even more eagerly anticipated.

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Notes to Editor:

Photography

A selection of photographs from TFM&A 2009 is available. If you require any images to support this release please email katy.wilkins@ubm.com.

About Technology For Marketing & Advertising

Technology For Marketing & Advertising is the UK's only integrated marketing-solutions event delivering digital, data and CRM solutions for marketing, media and advertising professionals. With increased visitor numbers year on year, the event moved from Olympia to Earls Court 2 in 2008. Total attendance to TFM&A 2009 was 9,643 of which 8,263 were pure visitors (ABC Audited) – an increase on 2008 with a total attendance of 8,132 of which 6,892 were pure visitors (ABC Audited).

TFM&A offers visitors access to a full range of marketing & advertising solutions to implement and deliver successful strategies and campaigns. For more information go to www.t-f-m.co.uk.

About United Business Media

United Business Media Limited is a leading global business media company. We focus on two principal activities:

- distribution, targeting and monitoring of news and information from the world's top companies, organisations and agencies
- serving professional and commercial, business to business communities, from doctors to game developers, from journalists to jewellery dealers, from farmers to pharmacists around the world with media products that integrate events, online, print and business information.

Our 6,500 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently. We aim to deliver strong financial returns to shareholders by driving operational efficiency, building our businesses organically and through appropriate acquisitions.

UBM is listed on the London Stock Exchange (UBM.L). In 2008 our continuing businesses generated revenues of over £887m with continuing operating profit of £173.5m.

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