



United Business Media

TechInsights Restructures to Better Serve Global Electronics Community

Separates Media and Professional Services Divisions to Enable Growth, Innovation and Community Development

SAN FRANCISCO, October 8, 2009 /PRNewswire/ – TechInsights, the global leader in media, marketing and professional services for the electronics industry, a division of United Business Media (LON: UBM), today announces that it will restructure its professional services business and its media business into separate operating divisions. Each new business will have its own CEO: TechInsights' current CEO Paul Miller will step into a more focused role as CEO for the media division called EE Times Group, and Harry Page, the former Senior VP Professional Services, will become CEO of the professional services UBM TechInsights division. These changes will be effective as from 1 Jan 2010.

EE Times Group is the new name for the media and marketing services business, includes its market-leading brands EE Times, TechOnline, and Embedded and marketing services, with a strong focus on delivering demonstrable ROI to clients. The UBM TechInsights name will continue to represent the Technology and Intellectual Property Services division that was brought together by the integration of Semiconductor Insights, Portelligent and Sanguine. While inextricably linked in terms of serving the global electronics community, the two operating units will be better organized to provide a streamlined approach with focused initiatives addressing the unique challenges inherent in each division's core focus.

The strategy for the EE Times Group media business centers around engaging the electronics community through an integrated set of on-line and off-line properties where electronics professionals come to learn, engage with others, and find the vital design and business information necessary to make critical technology design and business decisions. The new UBM TechInsights business has emerged as the leading provider of sophisticated information and advice for technology companies seeking to leverage and protect their technology and intellectual property assets through consulting and information services. With more than 20 years of industry experience in serving top tier electronics companies, UBM TechInsights possesses deep relationships with its clients and focuses on delivering extraordinary value through its engagements and deliverables.

"EE Times Group has invested considerable time, resource and money in the development of our media business at a time when many companies aren't investing at all. As we continue to adapt, innovate, grow and move more aggressively in making these changes it requires focused, unrelenting attention to ensure success. I'm eager to get more involved in the day-to-day running of the media business as we accelerate our transformation into a next generation information business. We have some very exciting new developments in our labs right now and I look forward to communicating these exciting enhancements over the next 6 months", stated Miller.

Page commented: "This restructuring uniquely positions UBM TechInsights with unmatched in-house capabilities to provide complete intellectual property services throughout all phases of the customer's IP/technology life cycle. This coupled with our ongoing investment and acquisition of the knowledge and capabilities necessary to meet our clients' evolving needs provides a unique advantage in the marketplace. When companies need assistance in managing their most complex technology or IP challenges, they turn to UBM TechInsights for assured results."

About EE Times Group

EE Times Group, a division of United Business Media, is the global leader in media and marketing services for the electronics industry. We deliver results for the key influencers and decision makers involved in the design, development and commercialization of technology through our market leading brands. More than 1.1 million engineering professionals engage with the EE Times Network – EE Times, TechOnline, DesignLines, and Embedded.com - across the globe. The technology community comes to our market leading events to share, learn, discuss, and advance the critical issues and challenges facing the electronics industry. As well, EE Times Group provides end-to-end services ranging from next-generation marketing, integrated media and research.

About UBM TechInsights

UBM TechInsights is the preeminent firm for the provision of sophisticated information and advice to technology companies. We assist in the management of their technology and intellectual property portfolios, ensuring the reduction of risk and maximizing return on investment. Our leadership position is founded upon our commitment to the upmost integrity, and the ongoing investment and acquisition of the knowledge and capabilities necessary to meet our clients' evolving needs. When companies need assistance in managing their most complex technology or IP challenges, they turn to TechInsights for assured results.

About United Business Media Limited

United Business Media [focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetisation of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 6,500 staff in more than 30 countries are organised into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently. For more information about UBM, go to www.ubm.com.

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For more information contact:**EETimes Group**

Felicia Hamerman, Group Marketing Director

T: 1.516.562.5652, email: fhamerman@techinsights.com

UBM TechInsights

Jill Perry, Senior Manager, Marketing

T: 1.613.599.6500 x4444, email: jperry@techinsights.com

United Business Media

Peter Bancroft, Director of Communications

T: +44 (0)20 7921 5961, email: peter.bancroft@ubm.com
