

VNU Business Media and Burrill & Company Launch Global Life Sciences Media Company

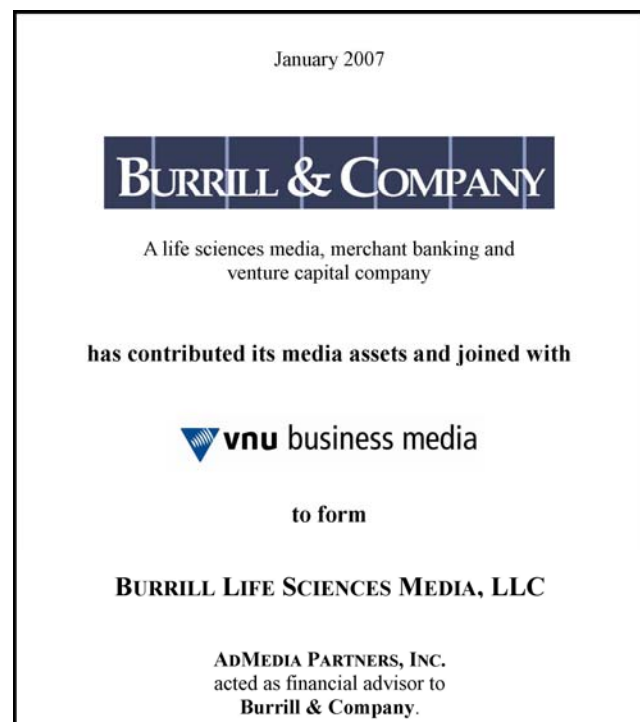
New York financial advisory firm AdMedia Partners represents Burrill & Company in the transaction

New York, New York (January 25, 2007)—Burrill & Company, a San Francisco-based life sciences media, merchant banking and venture capital company, has joined VNU Business Media in forming Burrill Life Sciences Media, LLC. The new media company is positioned to become the market leader in global life sciences. AdMedia Partners (<http://www.admediapartners.com>), a New York media financial advisory firm, represented Burrill & Company in the transaction.

“The launch of Burrill Life Sciences Media is driven by VNU Business Media’s belief that there is an opportunity to build a substantial business-to-business media company in life sciences. By joining with Burrill & Company, VNU gets a good starting point and a partner, Steve Burrill, who is a thought leader in the industry,” says Seth Alpert, AdMedia’s managing director on the transaction. “This transaction is also in keeping with the ongoing strength of the B2B market.”

The official press release issued by VNU is as follows:

VNU Business Media and Burrill & Company Form Global Media Group Burrill Life Sciences Media, LLC



New York City (January 16, 2007)—VNU Business Media and Burrill & Company have joined forces to form Burrill Life Sciences Media Group, LLC, it was announced by Robert Krakoff, President and CEO, VNU Business Media and G. Steven Burrill, CEO, Burrill & Company. This is a key development in building a global life sciences media company.

“The delivery of high quality life science information is one of the fastest growing segments of the business media marketplace,” said Krakoff. “Working with Steve Burrill and The Burrill Life Sciences Media Group is the first step in providing us with the highest quality and best portfolio of events, conferences, publications, newsletters, and annual biotech state of the industry report in the industry today.”

“This combination with the Life Sciences Media Group of Burrill & Company will create another major market leadership channel for VNU,” added Krakoff. “We anticipate that our new undertaking will, over time, play the same role in the life sciences industry as The Hollywood Reporter does in film and Billboard in music.”

“We are very excited to combine our Life Sciences Media Group with the resources of VNU Business Media since it will allow us to leverage our thought leadership, our network, our conferences and our products—including books, reports, newsletters and magazines, in the life sciences world—towards our joint goal of building a truly global media giant in the Life Sciences and Healthcare markets,” said Burrill.

Currently the Life Sciences Media Group of Burrill & Company focuses on organizing and hosting a series of annual executive-level conferences worldwide, including The Stem Cell Meeting, The Personalized Medicine Meeting and The Biotech Meeting at Laguna Niguel, an exclusive biotech industry CEO event, celebrating its 20th anniversary this year. The publishing operations encompass a wide range of industry reports and newsletters. Its flagship publication, Burrill’s annual report on the “State of the Industry,” has been an important part of the biotech industry’s current and historical view of itself for 20 years. The 21st edition will be available in March 2007. The Life Sciences Media Group’s monthly and quarterly reports and publications provide an up-to-date resource for the latest insight, intelligence and information regarding the biotech industry. Burrill’s most recent addition to its family of publications is *The Journal of Life Sciences*, the industry’s source for analysis and opinion at the intersection of science, policy, business and society.

About Burrill & Company

Founded in 1994, Burrill & Company is a San Francisco-based global leader in life sciences with principal activities in Venture Capital, Merchant Banking and Media. The Burrill family of venture capital funds has over \$850 million under management and its merchant banking business is one of the industry leaders in life sciences transactions.

About VNU Business Media

VNU Business Media is a leading market-focused provider of integrated information, and sales and marketing solutions, helping businesses go to market more effectively and efficiently.

Serving six major markets, spanning the entertainment, media and marketing, retail, travel and performance, and design industries, Business Media provides business-to-business products and services in print, online and in person.

With 42 publications, over 60 trade shows and 185 digital products and services, Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve and sell their customers and grow their businesses.

About VNU

VNU is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek) and trade shows. The

privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA.

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About AdMedia Partners

AdMedia Partners is a leading boutique financial advisory firm that provides middle market mergers and acquisitions advisory services to the advertising and marketing, media and related online and information services businesses. Founded in 1990 and located in New York City, the firm has completed over 130 transactions since 1999.

Selected recent transactions completed by AdMedia Partners include:

- * Representing Bonnier AB, a \$2.9 Billion European Media company, in its acquisition of World Publications.
- * Representing Medical Broadcasting, one of the largest independent interactive healthcare agencies, in its acquisition by Digitas Inc.
- * Representing What's On, LP, publisher of Las Vegas's leading regional travel and leisure visitor guide, in its partnership with Kellogg Media Group.
- * Representing New Media Strategies and Genex in their acquisitions by Meredith.
- * Representing Alexander & Edwards Publishing, a leading B2B publisher of housing finance magazines, in its acquisition by Hanley Wood, LLC, a company owned by JPMorgan Partners, LLC.

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