

REED EUROPE & ASIA ELECTRONICS TITLES APPOINT NEW US MEDIA REP

12 September 2007 – The electronics group publications and websites published by RBI Asia & RBI France are delighted to announce the appointment of JAS Technical Media as our new US media representative to manage all US sales of EPN, EPN France, ECN Asia, ECN China, WD&D Asia and WD&D China.

We are changing our US sales representation because we have the opportunity with JAS Technical Media to have our own, dedicated sales team in the US for Asia & Europe staffed by experienced sales professionals who will be exclusively dedicated to our international publications and markets.

Our current US sales representatives – the ECN team owned by Advantage Business Media (ABM) – will continue to sell all of the Reed Asia & Europe product portfolio up to and including the January 2008 issues, with the JAS Technical Media team taking over responsibility for all our US sales with effect from February 2008 issues.

During the Fall 2007 planning season for 2008, customers of Reed's Asia & Europe electronics titles will effectively have two sets of sales contacts in the US – the ECN team who will handle all advertising matters and insertion orders for the October 2007 thru January 2008 issues, and the new JAS Technical Media team who will be talking with you all about planning for 2008 (with effect from Feb 2008 issues). We will endeavour to make this transition period between the outgoing ECN and incoming JAS Technical Media sales representation teams as seamless as possible for our US customers.

JAS Technical Media Llc is an advertising sales network and technical communications consulting company formed by industry veterans Steve Wirth and Joshua Israelsohn. The advertising sales side of the company includes Nancy Bateman Kocsis, Terry McCoy Jr and Steve Wirth. The sales staff has over 65 years of experience in all aspects of publishing and will work with customers to offer innovative solutions to help them achieve their marketing goals and objectives.

Joshua Israelsohn holds an SBEE from MIT and has 15 years experience in assembled product and IC design, primarily in the areas of precision measurement and audio circuits. For six years, he was the Technical Editor at EDN Worldwide for analog design, analog ICs, Communications Physical Layer, MEMS/MOEMS and power ICs and discretetes. Joshua is focusing his efforts on the consulting business which will launch at the end of this year.

We would like to thank the ECN team for doing a terrific job of selling our Asia & Europe titles in the US over the past few years.

Please see the attached FAQs which should answer most of the questions you may have about our new sales channel in the US – JAS Technical Media. If you need any other information about any aspect of this announcement, please feel free to contact any of the undersigned:

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