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PIERS® Expands Trade Data Coverage of Asian Subcontinent

Newark NJ — October 9, 2008 **PIERS Global Intelligence Solutions, a Commonwealth Business Media company** and the leading provider of U.S. ocean-going trade information, announced the strategic expansion of its international trade database assets to include coverage of water- and airborne cross-border commerce to and from **Pakistan** and **Sri Lanka**.

"This is a significant expansion of our Asian Subcontinent coverage," says Richard E. Hanft, Director, Asia/Pacific Region, for PIERS.

"PIERS has been providing authoritative, current, detailed data on India's trade with the rest of the world since 2004," continues Hanft. "We have in the ensuing years sought sources for data about the trading activities of other key players in the region that meets the same high standards of quality and accuracy. We are very pleased to have found not one but two such reliable sources."

Effective immediately, PIERS is supplying current data on ocean-going container and breakbulk cargos and air freight into and out of Sri Lanka, as well as historical data from 2006 on.

Also effective immediately, PIERS is offering current data on ocean-going — both container and breakbulk — and air cargoes into and out of Pakistan. Historical data is also available: from 2006 for container shipments; from June 2007 for air freight; and from June 2008 for breakbulk.

Hanft notes that ongoing expansion of its Asian Subcontinent trade database offerings is a top priority at PIERS: "The U.S. has in place Trade and Investment Framework Agreements aimed at facilitating bilateral trade and cooperation with both Pakistan and Sri Lanka. As the region continues to develop as a global marketplace, PIERS is committed to supplying the commercial intelligence companies need to uncover new business opportunities here."

For information about PIERS Asian Subcontinent or other international trade intelligence, go to www.piers.com/piersproducts.aspx, or call 800.952.3839, ext 7175.

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About PIERS Global Intelligence Solutions

PIERS is the primary source of U.S. waterborne trade information and a leader in global trade solutions.

Launched over 30 years ago by *The Journal of Commerce* as the Port Import Export Reporting Service, its first venture in electronic information, PIERS quickly became the standard reference on container trade for the maritime industry.

The database that is at the core of PIERS information products is unique. Based on the manifests and bills of lading that document import-export activity, and checked by reporters in every port, the PIERS database yields the most timely, accurate, comprehensive information available on trade through U.S. Ports.

More specialized PIERS databases also offer historical data back to the 1950's, trade finance data, and Asian and Latin American trade data.

PIERS economists and researchers supply expert data analysis and interpretation to support decision-making, while detailed and customizable datasets yield solutions for cross-border marketing, supply-chain management and competitive intelligence.

A roster of over 6,000 private industry, trade association, and domestic and foreign government clients, representing more than 40 countries, relies on PIERS to translate trade data into meaningful intelligence that guides their global business strategies. For more information visit www.piers.com

About Commonwealth Business Media

Commonwealth Business Media, Inc., a subsidiary of United Business Media Limited, is the leading information provider to the global trade and transportation market with comprehensive proprietary data, news and analytical content. Its leading brands include *The Journal of Commerce*, PIERS Global Intelligence Solutions, BACK Aviation Solutions, *Air Cargo World*, *Traffic World*, OAG and Aviation Industry Group, a number of directory databases covering the international trade, railroad and trucking markets. The Company also produces more than 30 conferences serving the international trade, aviation and maritime markets.

Commonwealth is headquartered in East Windsor, New Jersey, with offices in Newark, San Francisco, New Haven, Long Beach, Atlanta, Montreal, Toronto, Washington DC, Ft. Lauderdale, Tampa, Singapore, Hong Kong and London. For more information on Commonwealth Business Media, Inc. and the products they offer, visit www.cbizmedia.com.

About United Business Media Limited (www.unitedbusinessmedia.com)

United Business Media Limited (UBM) is a global media and marketing services company that informs markets and brings the world's buyers and sellers together at events, online, in print, and with the information they need to do business successfully. UBM serves professional and commercial communities, from IT professionals to doctors, from journalists to jewelry dealers, from farmers to pharmacists around the world. UBM employs more than 6,500 people in more than 30 countries. UBM's businesses operating in the US include CMPMedica, Commonwealth Business Media, Everything Channel, PR Newswire, RISI,

TechInsights, TechWeb and Think Services. UBM is listed on the London Stock Exchange (UBM.L) and has a market capitalization of \$2.5 billion.