

Seward & Kissel advises Tech Briefs Media Group on its sale to SAE International

Seward & Kissel's Business Transactions Group *Focusing on Middle-Market Deals*

Effective April 1, 2012, our client **ABP International, Inc., dba Tech Briefs Media Group** completed its sale to SAE International. **Seward & Kissel** was pleased to represent ABP in this middle-market transaction.

Tech Briefs Media Group publishes a variety of design engineering magazines and supplements in both print and digital formats, including *NASA Tech Briefs*. The magazines and digital publications have a total audience of 600,000 readers worldwide. SAE International is a global association of engineers and related technical experts in the aerospace, automotive and commercial-vehicle industries.

Seward & Kissel LLP (www.sewkis.com) is a leading New York law firm, originally established in 1890, offering legal advice emphasizing business, financial and commercial law and related litigation. The firm's Business Transactions Group handles middle-market M&A, private equity, venture capital and joint venture transactions involving media businesses and a wide variety of other industries. The firm was recommended by The Legal 500 in the middle-market M&A category for 2011 and was named the winner of the 2008 M&A Law Firm of the Year award by The M&A Advisor, and was a finalist for the same award in 2010 and 2011.

The press release describing this transaction is reproduced below for your information.

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SAE International[®]
Warrendale, Pennsylvania

has acquired
design engineering publisher

TB TECH BRIEFS
MEDIA GROUP
New York, New York

Seward & Kissel
acted as counsel to Tech Briefs

SEWARD & KISSEL LLP

April 2012

SAE International Acquires ABP International, dba Tech Briefs Media Group

WARRENDALE, Pa., April 3, 2012 - Dr. David L. Schutt , CEO, SAE International, announces that, through a stock purchase, it has acquired ABP International, dba Tech Briefs Media Group, which is now a subsidiary of SAE International.

With primary offices in New York and New Jersey, Tech Briefs Media Group employs 35 people and publishes a variety of design engineering magazines and supplements in both print and digital formats, including their well-known flagship publication, [*NASA Tech Briefs*](#). Their various publications, supplements and websites focus on R&D, design and manufacturing topics spanning many technologies, including: motion control, lighting, medical, defense, RF & microwave, embedded computing, photonics and imaging, among others. The magazines have over 400,000 readers monthly and, with digital products, total audience reach is about 600,000 worldwide. Tech Briefs Media Group generates approximately \$9.5 million in revenue each year.

“We are pleased to welcome Tech Briefs Media Group and all its employees into SAE International’s global business family,” said Thomas J. Drozda, Director of Program and Product Development, SAE International. “This exciting business partnership is a major step forward in achieving SAE’s long-term mission and strategic vision in service to the global design community. The addition of Tech Briefs Media Group strengthens SAE’s service in the global aerospace, automotive and commercial vehicle sectors and expands SAE’s reach into certain new but related engineering design spaces.”

Tech Briefs Media Group’s President & Publisher, Joseph Pramberger, sees an opportunity for accelerated growth and product development. “By working together (with SAE International), we can expand faster. Together, we can combine the best of both organizations to achieve accelerated growth through many new products and services for the R&D and design functions worldwide – like new publications, conferences, training courses and a lot more.”

SAE International is a global association of more than 134,000 engineers and related technical experts in the aerospace, automotive and commercial-vehicle industries. SAE International's core competencies are life-long learning and voluntary consensus standards development. SAE International's charitable arm is the SAE Foundation, which supports many programs for students, including *A World In Motion*® and the Collegiate Design Series.

The sale became effective April 1, and was facilitated with the assistance of Whitestone Communications, Inc., based in New York City.

About Seward & Kissel LLP

Seward & Kissel LLP, founded in 1890, is a leading U.S. law firm with an international reputation for excellence. We have offices in New York City and Washington, D.C.

Our practice primarily focuses on corporate, litigation and restructuring/bankruptcy work for clients seeking legal expertise in the financial services, corporate finance and capital markets areas. The Firm is particularly well known for its representation of major commercial banks, investment banking firms, investment advisers and related investment funds (including mutual funds and hedge funds), master servicers, servicers, investors, distressed trade brokers, liquidity providers, hedge fund administrators, broker-dealers, institutional investors and transportation companies (particularly in the shipping area).

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