

SEWARD & KISSEL LLP

Seward & Kissel advises UBM plc
on the sale of its UBM Channel division to The Channel Company

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

On September 17, 2013, UBM Channel, a division of **UBM plc**, announced that it had been sold to an executive management team led investment group that renamed the business **The Channel Company**. UBM remains a minority investor in The Channel Company. **Seward & Kissel** was pleased to represent UBM in this middle-market management buyout transaction.

UBM plc (UBM.L) is a London-based global events-led marketing services and communications company. The Channel Company is a provider of sales and marketing solutions for technology channel businesses, with established brands including CRN, XChange Events, IPED and SharedVue.

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 a wide variety of industries. The firm is ranked as Highly Regarded for Corporate/M&A by Chambers USA and is recommended by The Legal 500 in the middle-market M&A category, stating that Seward & Kissel “advises on market-leading transactions within the industries where the firm has an international reputation, namely investment management and shipping” and “also handles complex middle-market deals in the media industry and international sell-side M&A.”

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

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Framingham, Massachusetts

**has acquired the
UBM Channel division of**



London, England

Seward & Kissel
acted as counsel to UBM

SEWARD & KISSEL LLP

September 2013

UBM Channel's CRN & XChange Events become part of an independent company under name The Channel Company

FRAMINGHAM, Mass., Sept. 17, 2013 /PRNewswire/ -- UBM Channel announced today that it has been sold to an executive management team led investment group that has renamed the business The Channel Company.

Headquartered in Framingham, MA, The Channel Company will own and operate all of the businesses and related products formerly owned by UBM Tech Channel in North America including: the CRN media properties; XChange, Best of Breed and MES event portfolio; SharedVue through partner marketing software platform and services; the channel sales services business; the IPED research, consulting and education business; and the renowned ChannelBase solution provider database.

"All the employees, brands, products and services that vendors and solution providers have relied on to help them reach their goals will continue on with The Channel Company and will be an integral part of our growth plan to bring more products and services to the channel ecosystem," said Robert Faletra, CEO of The Channel Company and former CEO of UBM Tech Channel.

The entire business will continue on in its current form under different ownership; vendor customers and solution providers should see no interruption in service. "We have a strong business and we have been working with UBM during the process to make sure this transition is smooth and seamless for not only our customers but for our employees and ourselves," said Faletra.

"Our objective always has been and will continue to be the premier provider for enabling technology partnerships," said Faletra. "Moving forward, we fully intend to bring new innovative products to market that allow suppliers to build bigger stronger channels, as well as help solution providers find new customers and build a larger revenue stream."

UBM remains a minority investor in the business. Terms of the deal have not been disclosed.

About The Channel Company

The Channel Company is the channel community's trusted authority for growth and innovation, with established brands including CRN, XChange Events, IPED, and SharedVue. For more than three decades, we have leveraged our proven and leading edge platforms to deliver prescriptive sales and marketing solutions for the technology channel. The Channel Company provides Communication, Recruitment, Engagement, Enablement, Demand Generation and Intelligence services to drive technology partnerships. Learn more at www.thechannelcompany.com.

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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