

# *Press Release*

11<sup>th</sup> January 2007

## **NEW WORLD CORPORATE FINANCE ADVISES ON THE SALE OF PRESSWATCH MEDIA**

New World Corporate Finance has today, 11 January 2007, confirmed the sale of the UK media information provider, PressWatch Media Limited to TNS Media Intelligence, a division of global market information provider Taylor Nelson Sofres plc (TNS).

Founded in 1996 by Adam Andrews, PressWatch has grown significantly and established itself as a high quality information service provider and independent reputation analyst. PressWatch is recognised as one of the UK's leading providers in the media monitoring and evaluation service sector with over 300 clients for whom it provides a range of bespoke services. Its expertise spans a range of industry sectors and it is the market leader in healthcare media evaluation.

New World Corporate Finance acted on behalf of the shareholders of PressWatch. Stephen Altman, Managing Director of New World Corporate Finance said: "There has been a flurry of interest in monitoring and evaluation agencies recently. Interesting developments include the £82m acquisition of Durrants by Exponent Private Equity and the announcement of the £42m Phoenix Equity Partners backed secondary MBO of Precise Media. The sector, which is still relatively fragmented, is performing very well and attracting significant interest from both financial investors and trade buyers. We believe it is due for a period of consolidation hence companies have recently been looking at acquisitions to ensure that their businesses are scaleable."

Andrews, who will remain with the business together with Philip Lynch the Sales Director and a co shareholder in the company, said: "Having grown the company over ten years we feel this is the appropriate time to sell. We know that TNS recognises and can capitalise on the full potential of PressWatch, both at a national

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and international level and both Philip and I are looking forward to developing the business with them.”

Commenting on New World Corporate Finance he said: “They provided a dedicated, professional and highly knowledgeable service throughout the transaction which was executed in line with a tailored plan and schedule prepared for us almost 12 months prior to completion. Their excellent advice, negotiating skills and determination to drive the deal to completion ultimately ensured we achieved maximum shareholder value.”

ENDS

## Notes:

New World Corporate Finance is a leading, independently owned corporate finance boutique specialising in the provision of advisory services in relation to UK mid-market businesses.

Recent NWCF transactions include the:

- Sale of Henry J Beans
- Acquisition of Blue Inc.
- AIM listing of Maypole Group
- Advice to management on the sale of Williams de Broë
- Acquisition of Loco Locale
- Sale of HomeWin
- Secondary MBO of Gaucho

NWCF's sector focus includes:

- Consumer Brands and Retail
- Leisure and Travel
- Financial Services

## Enquiries

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