



FOR IMMEDIATE RELEASE
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Contact:

Graham Hearn
Director of Marketing and Communications
The Riverside Company
216-535-2221
ghearn@riversidecompany.com

RIVERSIDE HITS THE BOOKS, CHECKS OUT THREE NEW TITLES

Platform Company Media Source Adds Brands Popular With Librarians

Deal Type:

Add-On Acquisition of Three
Branded Publications for Media Source

Key Stats:

2nd Riverside Acquisition of 2010
225th Acquisition Overall
20th Education and Training
Acquisition

Fund Family: Riverside Capital Appreciation Fund

Library Journal, School Library Journal, and Library Hotline Join Media Source

- This transaction adds the print and Web products of the well-known and successful publications *Library Journal*, *School Library Journal*, and *Library Hotline* to Media Source's slate of offerings, all of which are geared toward review, evaluation, and sales of library materials. The end users of the products are generally school, public, and academic librarians.
- Media Source is a Riverside platform based in Plain City, Ohio. It is the parent company of two businesses dedicated to promoting and selling children's books, Junior Library Guild and The Horn Book, Inc.
- The acquisition makes Media Source a market leader in its niche because both *Library Journal* and *School Library Journal* enjoy the top share in their respective markets.
- The acquired publications greatly expand Media Source's online and traditional revenue streams, including print, subscription-based book distribution, electronic media, licensing, live events and conferences, and lead generation.
- Reed Business Information-US was the seller.

Of Note:

The acquired publications are widely regarded as the "voice" of the library community. *School Library Journal* is the leading print and online review journal covering the K-12 library industry, while *Library Journal* is the leading print and online review journal covering the library industry. *Library Hotline* is a print newsletter covering breaking news in the library industry. The publications are well known in the publishing industry, with wide circulation to a loyal subscriber base, which translates into a strong advertiser customer base.

The transaction provides benefits and growth opportunities to Media Source. It brings strong cross-selling potential across the publications' combined subscription bases and all the benefits of greater scale. In addition to being strategic in that it provides Media Source with natural growth opportunities, the acquisition offers significant long-term growth prospects. Media Source will look to enhance lead generation, expand its conference and live event businesses, and leverage the strong brands.

Riverside Completes Add-On to Media Source

The transaction is Riverside's 20th overall training and education acquisition. Riverside has developed a specialized focus on select industries like training and education, which the firm believes holds significant potential. Riverside's team of professionals dedicated to training and education works with Riverside's global resources to find and grow the most compelling opportunities in the sector.

Quotes:

Suzanne Kriscunas, Riverside Managing Partner:

"When we saw the opportunity to acquire well-respected publications representing the two dominant brands in Media Source's niche, we seized it. Adding these titles complements Media Source's existing titles, and makes the company the clear choice for trusted information and products that school librarians count on to do their jobs better."

Randall Asmo, Media Source CEO:

"These products are valuable titles that deserve a corporate home that is focused on libraries. We respect the history and contribution of these publications, and we look forward to building upon their strengths to provide a vital and comprehensive service to the librarian community."

Riverside Team:

Suzanne Kriscunas, Managing Partner and Peter Tsang, Vice President represented the training and education team and were joined by Steve Burns, Senior Associate; Simon Ng, Analyst on the transaction. Scott Gilbertson, a Principal on Riverside's Origination team, sourced the investment opportunity.

Partners:

Freeport Capital and New Canaan provided capital for the transaction. Jones Day provided legal counsel for the acquisition.

The Riverside Company (www.riversidecompany.com or www.riversideeurope.com)

The Riverside Company is a global private equity firm focused on acquiring leading small and medium-sized enterprises (with a value of up to \$200 million) and partnering with strong management teams to enhance the success of its companies through acquisitions and organic growth. Since its founding in 1988, the firm has invested in 225 transactions with a total enterprise value of \$5.0 billion/€4.2 billion. The investment portfolio in North America, Europe and Asia includes 70 companies with annual sales totaling \$3.3 billion/€2.5 billion, EBITDA of \$506 million/€384 million and more than 13,000 employees (June 2009). Riverside offers the resources to complete acquisitions smoothly - thanks to its more than \$3.0 billion/€2.4 billion in assets under management, its more than 180 professionals in 18 offices (Atlanta, Brussels, Budapest, Chicago, Cleveland, Dallas, Hong Kong, Los Angeles, Luxembourg, Madrid, Munich, New York, Prague, San Francisco, Seoul, Stockholm, Tokyo and Warsaw) and its longstanding relationships with partner lenders. According to Thomson Venture Economics, eight of Riverside's nine mature funds rank in the top 25% of all funds (as of 30 June 2009). The firm's investors include the world's leading pension funds, endowments, funds of funds, insurance companies and banks.

About Media Source Inc.

Media Source, with headquarters just outside Columbus, Ohio, is the parent company of Junior Library Guild (JLG) and The Horn Book, Inc. JLG is a review and collection development service that provides new release children's and young adult books to more than 17,000 school and public libraries. The Horn Book, Inc. reviews children's and young adult books in two print publications, *The Horn Book Magazine* and *The Horn Book Guide*.

About Reed Business Information-US (www.reedbusiness.com/us)

Reed Business Information-US is a leading business-to-business information provider of publications and web sites, as well as custom publishing, directories and research. Reed Business Information-US is part of Reed Elsevier (NYSE: RUK and ENL), a world-leading provider of professional information and workflow solutions in the science, medical, legal, risk management and business sectors.

Reed Business Information-US and Reed Elsevier were represented by The Jordan, Edmiston Group, Inc., a New York City-based investment bank that specializes in the media and information industries.

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