



FOR IMMEDIATE RELEASE

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MediaBanc joins the Media Monitors Group

MediaBanc has today become part of the Media Monitors Group, Asia-Pacific's largest media intelligence company, operating in 15 countries across the region and owned by Quadrant Private Equity.

The merger brings together the region's two leading organisations with complementary strengths, linking MediaBanc's comprehensive coverage and local knowhow across six countries in South East Asia with the global industry-leading media intelligence expertise and technology of the Media Monitors Group.

Media Monitors Group CEO John Croll said: "this important step will provide our South East Asian clients with access to media information and analysis across every country in the region. Bringing together the skills and unique strengths of these two companies will allow us to stay ahead of our clients' media intelligence requirements in a dynamic media landscape, providing them with even better service and a more comprehensive range of products."

MediaBanc CEO Alan Lim said: "While our growth across South East Asia has been increasing over the last several years, this announcement means that with the backing of the Media Monitors Group, we will bring about a rapid evolution of the media intelligence industry by leading it with combined resources and decades of know-how, focusing on technology to perfect our delivery to customers on all aspects of media insight across the Asia Pacific."

Also becoming part of the Media Monitors Group this week is ChinaClipping, one of China's leading monitoring agencies, further strengthening our clients' access to media information from across all the key markets in Asia.

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About MediaBanc

MediaBanc, a MSC status company, is the foremost media monitoring and media intelligence company in the Southeast Asian region, empowering its customers with insightful media information. It has more than 14 years of experience in the industry with operations strategically located in Kuala Lumpur, Johor Baru (servicing Singapore), Jakarta, Manila, Bangkok and Ho Chi Minh City. MediaBanc currently monitors over 50 radio stations, 80 television stations, 300 newspapers, 1,000 magazines and 25,000 online news and blogs covering approximately 500 million people in South East Asia. Visit MediaBanc at www.mediabanc.ws.

About the Media Monitors Group

Owned by Quadrant Private Equity, the Media Monitors Group is the Asia-Pacific region's leading media intelligence company, providing over 5,000 clients with media information and analysis 24/7/365 through our range of six brands across the region. The Media Monitors Group has more than 1,400 employees across 15 Asia-Pacific countries filtering information from over 10,000 print, radio and television media outlets and over 250 million online conversations per month. Our expert people, innovative technology, comprehensive coverage and rigorous research provides the tools and insight to allow our clients to manage media relationships effectively, track issues of interest across all media and analyse brands and industry developments.