



B U C K I N G H A M

CORPORATE FINANCE LIMITED

Sale of Verdict Research Limited to Datamonitor plc

Buckingham Corporate Finance Ltd, London, is delighted to announce the sale of Verdict Research Limited to Datamonitor plc for a total consideration of up to £4.7 million.

Buckingham advised Richard Hyman, Verdict's founder and owner.

Verdict

Verdict is the UK's leading authority on retailing, providing definitive analysis and opinion across the retail industry. It has close relationships with most major UK retailers and access, at the highest level, to key executives working in the top 300 retailers. Verdict's clients use its research to enhance the performance of their product lines, store portfolios and brand reach.

Richard Hyman founded Verdict in 1984. Over the last 20 years Richard has been one of the UK's most influential retail analysts and is a frequent contributor to television and radio programmes, as well as being much quoted in the trade and national press.

Datamonitor

Datamonitor is a Listed premium business information company with a market capitalisation of £135m. It specialises in industry analysis, helping 5,000 of the world's leading companies to address complex business issues. Through its proprietary databases and wealth of expertise, it provides clients with unbiased expert analysis across six industry sectors: automotive and logistics, consumer markets, energy, financial services, healthcare, and technology.

Richard Hyman, Chairman of Verdict, commented:

"Ian Leaman of Buckingham Corporate Finance has done a fantastic job in managing the entire sales process. I cannot recommend him highly enough."



INTERNATIONAL NETWORK OF M&A PARTNERS

57a Catherine Place, London, SW1E 6DY
Telephone: 020 7798 2840, Facsimile: 020 7798 2838
Email: enquiries@buckinghamcf.com
Internet: www.buckinghamcf.com

Company Registration Number: 4038367 Registered Office as above.
Regulated by the Financial Services Authority

Mike Danson, Chief Executive of Datamonitor, commented:
"We are delighted to have acquired the UK's most influential and well-known brand in the retail analysis market, creating a real presence for Datamonitor in this important market."

Enquires:

Ian Leaman 020 7798 2832

23 September 2005



INTERNATIONAL NETWORK OF M&A PARTNERS

57a Catherine Place, London, SW1E 6DY
Telephone: 020 7798 2840, Facsimile: 020 7798 2838
Email: enquiries@buckinghamcf.com
Internet: www.buckinghamcf.com

Company Registration Number: 4038367 Registered Office as above.
Regulated by the Financial Services Authority