

## **FAIRFAX BUSINESS MEDIA AND INTERNATIONAL DATA GROUP ANNOUNCE IT PUBLISHING RELATIONSHIP, AND ASIA PACIFIC AND UK ASSET SALES**

SYDNEY, August 8, 2006 -- Fairfax Business Media (FBM), the financial publishing unit of John Fairfax Holdings Limited, the leading publisher in Australasia, has announced an extensive IT publishing relationship in the Asia Pacific with International Data Group, the world's largest technology media company.

The relationship involves Fairfax licensing IDG's global IT content and mastheads for the Singapore, Malaysia and New Zealand markets and acquiring IDG's publishing assets in those markets. In the UK Fairfax will sell IDG its UK publishing assets including MIS UK and the Market Base database.

Terms were not disclosed.

"With this transaction and through our ongoing relationship with IDG, Fairfax will continue to develop the world class information service regional CIOs and IT professionals already receive from the two companies," said Michael Gill, publisher and editor in chief, FBM.

"That process will be aided by the fact that most IDG staff on the titles we are acquiring and licensing will move across to Fairfax and continue in their current roles."

"IDG is delighted to be partnering with Fairfax in New Zealand, Singapore and Malaysia," said David Hill, president and CEO of IDG International Publishing Services. "Local ownership, management and market knowledge from Fairfax combined with IDG's global information resources and sales network will provide IT information customers in these markets with unbeatable solutions. Acquisition of the Fairfax properties in the UK also further strengthens IDG's ability to serve enterprise IT buyers in that market."

"For enterprise IT buyers, a suite of publications including IDG's powerful Computerworld and CIO brands and our very successful MIS Asia publication will ensure they continue to be provided with the highest quality editorial products," said Andrew Birmingham, Associate Publisher, Fairfax Business Media.

"Likewise in New Zealand, Fairfax will publish Computerworld, CIO, PC World and NZ Reseller, giving it the most comprehensive suite of products in the local market. We will continue to invest in the dedicated focus on New Zealand's IT sector which IDG has developed over more than two decades."

“Importantly, the ongoing relationship between the two companies provides Fairfax with access to IDG’s extensive global IT news service. This will allow us to rapidly develop our online editorial properties for the technology industry which is at the forefront of exploiting the internet as an advertising channel.”

International Data Group (IDG), based in Boston (US), is the world’s largest technology media group with publishing, research, and events businesses. IDG publishes over 300 titles in 85 countries with global brands including PC World, Computerworld, CIO and Network World.

Fairfax Business Media publishes the pre-eminent business and finance titles in Australia, including The Australian Financial Review, BRW, CFO, MIS, AFR BOSS, AFR Smart Investor, inserted magazines AFR Magazine and AFR Sophisticated Traveller, and afraccess.com. In Asia, FBM publishes MIS Asia and MIS New Zealand.

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