

## **FOR IMMEDIATE RELEASE**

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“My #1 reference work for facts.” –Will Shortz, *The New York Times* Crossword Editor

## **Infobase Publishing Acquires Iconic World Almanac Brand**

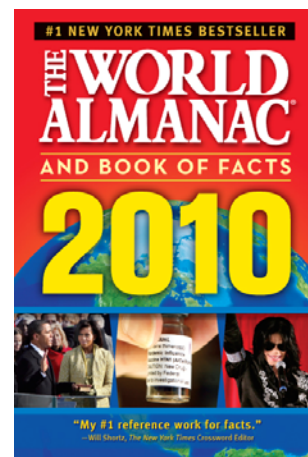
New York, NY (September 1, 2009)—Infobase Publishing announced today that it has acquired the World Almanac imprint from The Reader's Digest Association, Inc. Terms of the transaction were not disclosed.

World Almanac's long and storied history as a publisher of award-winning reference titles dates back to 1868. Most notably, *The World Almanac and Book of Facts*® has become the best-selling American reference book of all time with more than 80 million copies sold. The imprint also includes such popular and best-selling titles as *The World Almanac for Kids*® and *The World Almanac Book of Records*®.

“There are few names in reference publishing as well-known as the World Almanac,” said Mark McDonnell, president of Infobase Publishing, “so when we had the opportunity to add it to our existing family of imprints, we moved quickly. The World Almanac has been and will continue to be a powerful name in reference publishing, and we are excited about bringing it forward as an online resource as well.”

### **About Infobase Publishing**

Infobase Publishing ([www.infobasepublishing.com](http://www.infobasepublishing.com)) is an educational media company that owns such well-known imprints as Facts On File, Films for the Humanities & Sciences, Cambridge Educational, Chelsea House, Bloom's Literary Criticism, and Ferguson Publishing. Infobase is a portfolio company investment of Veronis Suhler Stevenson ([www.vss.com](http://www.vss.com)), a private equity firm that invests in the media, information, and education industries.



### **About The Reader's Digest Association, Inc.**

The Reader's Digest Association, Inc. is a global multi-brand media and marketing company that markets books, magazines, and music, video, and educational products around the world. It publishes 94 magazines, including 50 editions of *Reader's Digest*, the world's largest-circulation magazine, and operates 65 branded Web sites. Its global headquarters are in Pleasantville, NY.

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