

Reed Construction Data and Hanley Wood Announce Alliance to Deliver Enhanced Product Directories to the Construction Marketplace

Agreement to deliver integrated construction product directories including relevant editorial content and reviews, project information and marketing opportunities – through a flexible, open Web model

NORCROSS, GA (June 10, 2010) - Reed Construction Data (RCD) and Hanley Wood, LLC today announced they have signed a letter of intent to enter into a strategic alliance that will open up proprietary information channels in a pioneering effort to deliver richer, more valuable content to the construction industry.

The alliance will leverage the existing products, audiences, customer relationships, capabilities and expertise of each organization to deliver the most comprehensive, data and content rich directories in the commercial construction marketplace and other construction related audiences.

“With this agreement we’re embracing an integrated strategy that will leverage core information assets of our respective entities to benefit a broad array of construction industry professionals,” said Reed Construction Data CEO Iain Melville. “Hanley Wood is a true leader in the construction media and information business and we’re excited to work with an organization that has proven its commitment to finding new ways to deliver innovative solutions.”

“We’re pleased to be moving forward with this collaborative strategy to enhance our collective commercial market product offerings and capture additional market share,” said Hanley Wood CEO Frank Anton. “Reed Construction Data is a well respected provider of product and project information, cost data and market analytics in the construction space. Coupled with the rich content and audience mindshare of Hanley Wood, together we will create solutions that deliver broader and more in-depth access to industry information.”

The endeavor will initially focus on integrating content from RCD’s construction product directory, SmartBuilding Index, with information available through several of Hanley Wood’s Web and tradeshow channels. In addition to providing enriched content, this joint effort will create new and unique marketing opportunities for building product manufacturers and construction companies.

About Reed Construction Data

Reed Construction Data, a wholly-owned subsidiary of Reed Elsevier, is a leading North American provider of construction information through a diverse portfolio of innovative products and services. Reed offers its customers [building information modeling \(BIM\) solutions](#), [construction project leads](#), [building product information](#), [construction cost tools](#), [market analytics](#) and [construction news](#) through a suite of online and print references. For more information, visit www.reedconstructiondata.com or call 877-REED411.

About Hanley Wood, LLC

Hanley Wood is a leading business-to-business media company focused on the residential and commercial construction and design industries. Its diverse portfolio includes magazines, Web sites, e-newsletters, exhibitions and conferences, custom marketing and data services.

Hanley Wood is comprised of four operating platforms: Business Media, which publishes more than 30 magazines, featuring *Builder* and *Architect* magazine, along with related Web sites, e-newsletters, and conferences; Exhibitions, which produces marquee events such as World of Concrete, bringing residential and commercial construction professionals face-to-face with manufacturers, suppliers, distributors, and service providers; Market Intelligence, which collects and aggregates proprietary data sets that capture hundreds of pieces of profile and material information about housing developments in more than 75 housing markets; and Marketing, which plans, creates, and executes strategic and integrated marketing solutions for its clients. Visit www.hanleywood.com.

###

Media Contact:

Ryan Cummings

Reed Construction Data

(770) 209-3750

ryan.cummings@reedbusiness.com