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### **CMP Acquires Portelligent, the Leading Provider of Teardown Analysis to the Global Electronics Industry**

#### ***Integration with CMP's Semiconductor Insights Creates Analyst Powerhouse***

San Francisco and Ottawa, Canada – November 12, 2007 – CMP, a media and marketing solutions company serving the technology industry, today announced that it has acquired Portelligent ([www.teardown.com](http://www.teardown.com)), the leading provider of product teardowns to the electronics industry. Portelligent will report into CMP's Electronics Group and will be integrated with CMP's Semiconductor Insights division, creating a technology analyst powerhouse that spans systems and semiconductors. Together, the companies will offer a combined searchable database of over 40,000 components and Integrated Circuits, which is an invaluable resource for Semiconductor Insights' and Portelligent's clients.

Portelligent delivers technology intelligence in wireless, personal, and consumer electronics through product teardowns and related analysis. Since its 2000 spin out from Microelectronics and Computer Technology Corporation (MCC), Portelligent has built a global footprint that spans North America, Europe and Asia.

CMP and Portelligent have had a strong relationship for over five years; Portelligent has been a significant contributor to CMP Electronics Group properties such as EE Times and TechOnline. In addition, David Carey, Portelligent's President and CEO, has been an important presenter at CMP events, most notably conducting a live teardown of a Toyota Prius at the 2007 Embedded Systems Conference in Silicon Valley.

"This acquisition advances our growth strategy to provide our customers with 'more than media'," said Paul Miller, President CMP Electronics Group. "We continue to build strong momentum for the electronics market with our July acquisition of Semiconductor Insights, the September launch announcement of an Intellectual Property Symposium, followed by today's news. We are committed to adding valuable global opportunities for our customers who have relied on CMP for events, online and print products for more than thirty years."

“Client response to our acquisition by CMP earlier this year has been overwhelmingly positive,” stated Harry Page, President of Semiconductor Insights. “In addition, our clients have worked closely with Portelligent and we are confident that they will be pleased with this new relationship.”

“Together, Portelligent and Semiconductor Insights are uniquely positioned to offer detailed analysis and reports on products from sand to silicon to systems,” said Portelligent’s Carey. “We look forward to working with SI and the larger CMP family to become the go-to analysts for those with a financial, technical, and/or intellectual property stake in the electronics industry.”

### **Additional Information**

- Frequently Asked Questions
- UBM release

### **About Portelligent – A CMP Company**

Portelligent is the world’s premiere product teardown firm, delivering product analyses and related research in mobile, wireless, and consumer electronics to a global client base. Portelligent’s technology intelligence enables clients to make faster, better, and more cost-effective decisions about their competitive positioning, technology options, investment strategy, intellectual property position, and marketplace opportunities. Portelligent was formed in 2000 as a spinout of an Austin-based research consortium.

### **About Semiconductor Insights — A CMP Company**

Semiconductor Insights (SI) ([www.semiconductor.com](http://www.semiconductor.com)) is the leading technical advisor to the world’s microelectronics community. SI supports its clients through the technical investigation of patents, integrated circuits and electronic systems. Its TECHinsights division helps technology companies benchmark competing devices, improve time to market and solve technical problems while its IPinsights division helps technology companies and legal professionals evaluate, develop and monetize their intellectual property. Typical clients are major electronics and semiconductor corporations in Japan, Korea, Taiwan, Europe and North America and the law firms that represent them. SI is a division of CMP ([www.cmp.com](http://www.cmp.com)).

### **About CMP**

CMP ([www.cmp.com](http://www.cmp.com)) is a media and marketing solutions company serving the technology industry. With the leading online, event and print brands in all technology market categories, and with services and tools that reach beyond traditional advertising, CMP shapes and influences the technology industry worldwide. CMP publishes highly respected media brands such as TechWeb, InformationWeek, ChannelWeb, CRN, EE Times and TechOnline; produces major industry events such as Interop, Web 2.0 Expo, XChange, Game Developer Conference and the Embedded Systems Conferences; and provides business information and marketing services such as the International Customer Management Institute, Semiconductor Insights and Second Life consulting for technology marketers. CMP is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion. For more CMP news, go to [cmp.com/news](http://cmp.com/news).