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FOR IMMEDIATE RELEASE

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**New insight for the premium content industry
VIP redesigns publication and enhances content**

Purchasers and decision-makers with budgetary control for premium content and business information products and services subscribe to VIP to get information they can't get elsewhere – unbiased product and comparative reviews and insightful analysis of industry news. With the publication of Issue No. 32 in July 2006, they get it all in a combined package that includes additional commentary, guest opinion pieces and more.

Previously published as two separate periodicals – the monthly VIP (with product reviews) and the twice-monthly VIP Eye (with news analysis) – the new VIP aims to deliver quality more efficiently. At the same time, the shared content of news analysis with product reviews gives readers a better rounded view of the industry.

Free Pint Limited, which publishes VIP along with other sites and periodicals relating to different elements of the global information industry, spent several months planning the shift to be sure that the change would increase the overall value of our work to readers, advertisers and the industry overall. "Moving to a single publication in a monthly format allows us to use our resources more efficiently and effectively," notes Robin Neidorf, General Manager of Free Pint Limited. "We can take a more in-depth look at complex products and issues and do a better job of filtering and commenting on news and events. We can better schedule comparative reviews and devote more attention to topics that demand lengthier research cycles."

For example, August's issue of VIP (No. 33) is devoted to the complex and vital topic of compliance. Future editorial plans include an annual Industry Yearbook (tentatively scheduled for November).

Editor Pam Foster continues to head the publication, as she has since its founding in December 2003. She brings over 20 years of experience reporting on the industry and has the support of other members of the Free Pint Limited editorial team.

For more information, or to subscribe, please visit VIP at <http://www.vivaVIP.com/>

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About Free Pint Limited

Free Pint Limited is a UK-based publisher of web sites and publications serving different niches within the global information industry. Its properties include FreePint (<http://www.freepint.com>), a global community of over 79,000 information practitioners who find, use, manage and share business information; VIP (<http://www.vivaVIP.com>), a paid-subscription publication for senior-level decision-makers with budgetary control for premium content products and services; Jinfo (<http://www.Jinfo.com>), an online searchable database of information jobs in the UK, Australia and North America; and ResourceShelf and DocuTicker (<http://www.resourceshelf.com>, <http://www.docuticker.com>), two websites updated daily with resources, full-text reports and other items of interest to researchers, journalists, librarians and other information professionals.

Learn more about FreePint at Onopoly, the one-stop site for contributors and advertisers within the network: <http://www.Onopoly.com>.

About VIP

VIP is a digital magazine published monthly and distributed to a paid-subscriber readership of senior-level decision-makers with budgetary control for premium content products and services. Each issue features in-depth, unbiased reviews of premium content products, along with analysis and commentary on news in the field. Subscriptions are available on a single-site and multi-site basis and provide invaluable insight for information professionals, analysts, publishers and other stakeholders in the business information and premium content arena.

Qualified members of the trade press may submit a request for a professional courtesy subscription to VIP. Requests will be considered on a case-by-case basis. For further information, please contact Robin Neidorf at robin.neidorf@freepint.com.