

**PROVIDING GLOBAL ENERGY INFORMATION SOLUTIONS**

Platts is the world's leading provider of energy information for oil, natural gas, electricity, nuclear, coal, petrochemical, and metals markets. For nearly a century, Platts has helped traders, risk managers, analysts, governments, and industry executives make better decisions through its independent real-time industry news, price benchmarks, and analytical services.

Volatility across energy markets – prices, deregulation, legislation – has led to a more fragmented, less predictable business landscape. Rising demand, supply constraints, interconnected and expanding markets, and market speculation are forming a stronger link between the physical and financial energy markets. These factors are attracting an increasing number of investors to the energy asset

class. To participate in more financially-driven transactions, Platts is partnering with exchanges, extending its risk management products, and working with Standard & Poor's to create new energy indices.

More than 50% of Platts' revenue comes from outside the U.S. and is driven by the market economies in Russia, China, Latin America, and the Middle East. To capitalize on the growth potential in these markets, Platts is expanding its global scope. In mid-2006, Platts will begin daily price assessments for crude oil and petroleum products in the Russian domestic market, and will launch *China Alert*, which provides real-time news, prices, and commentary on events that affect market pricing.

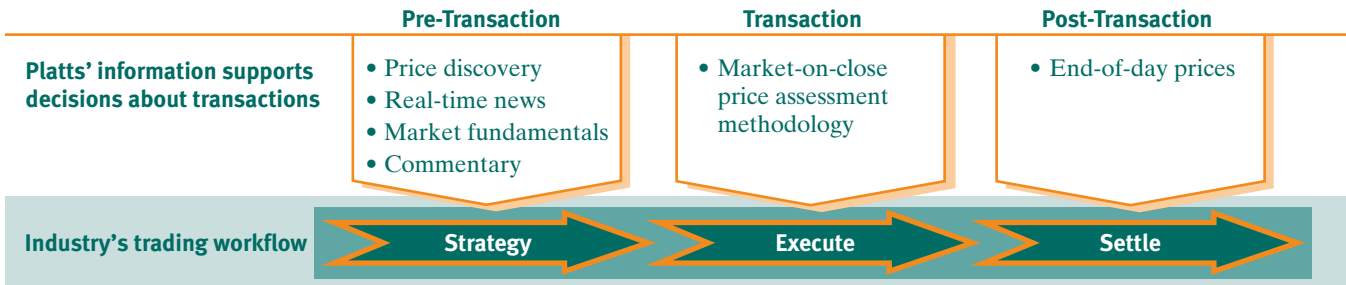
**DEEPLY EMBEDDED IN THE INDUSTRY'S WORKFLOW**

Everyday, nearly \$15 billion in global petroleum contracts are traded and settled daily on Platts' benchmarks. In 2005, across a comprehensive array of commodity markets, Platts produced approximately 4.2 million price assessments. Leveraging its innovative market-on-close (MOC) assessment methodology, Platts determines market prices based on actual transactions executed by market participants in a Platts-facilitated market-place. Platts is extending its MOC methodology into U.S. oil, European power, U.S. petrochemical, and global steel markets.

Traders and analysts rely on Platts' breaking market news, price reporting, data, and analytics to stay connected to opportunities in fast moving global markets. In addition to being used as the benchmark for physical supply contracts, Platts' price assessments are used by major energy exchanges such as NYMEX and Intercontinental Exchange (ICE) to clear trades.

In the second half of 2006, Platts will release a new browser-based version of its *Platts on the Net* product with enhanced features and functionality to improve access to real-time energy prices, breaking news, market commentary, and end-of-day price assessments.

**PLATTS' DATA: A CRITICAL ELEMENT IN THE INDUSTRY'S TRANSACTION WORKFLOW**



**PLATTS ENERGY ADVANTAGE – COMPREHENSIVE RESOURCE FOR MARKET FUNDAMENTALS DATA**



*Platts Energy Advantage* is the industry's most comprehensive and flexible online resource for market fundamentals data. Subscribers have access to a suite of energy market information covering the electric power, natural gas, and coal markets. Organized in a matrix of industries and topics, it includes energy company information, energy market prices, energy transactions, forecasted prices and analyses, and fundamental market data.

Analysts use the research and analytical tools in *Platts Energy Advantage* for:

- Operational and strategic planning decisions
- Asset valuation
- Competitive benchmarking
- Forecasting energy prices
- Understanding customers and sales prospects
- Evaluating capital investment decisions
- Supporting regulatory requirements

Monthly power generation details, including fuel price, at the holding company-level, by fuel type from *Platts Energy Advantage*  
[www.platts.com/energyadvantage](http://www.platts.com/energyadvantage)

Construction

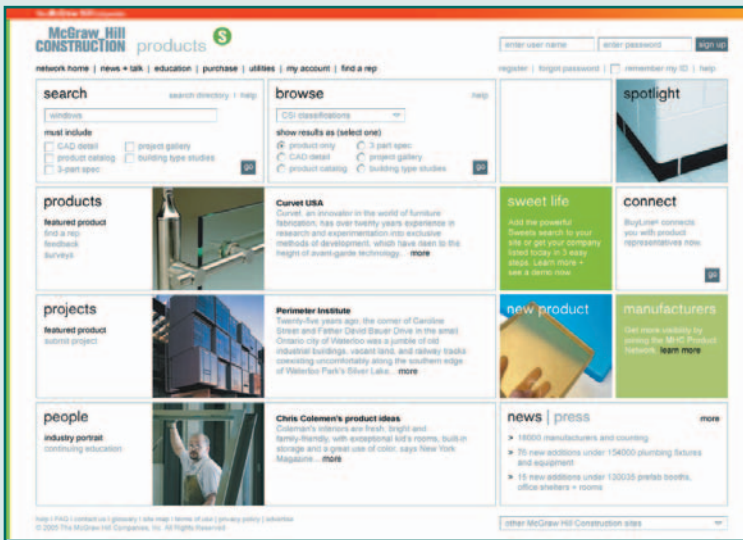
CONNECTING PRODUCTS, PROJECTS, AND PEOPLE

A trusted source for more than a century, McGraw-Hill Construction serves a universe of 1.2 million industry professionals and continues to set new industry standards by connecting products, projects, and people. Offering comprehensive fully-searchable downloadable content, workflow integration, process

orientation, and interoperability, McGraw-Hill Construction's information and solutions help design and construction professionals make better business decisions and grow their businesses in a \$4.6 trillion global marketplace.

MCGRAW-HILL CONSTRUCTION NETWORK®

McGraw-Hill Construction Network® is an online, subscription-based platform that connects a community of more than 300,000 manufacturers, contractors, architects, and engineers. The Network gives these key players the ability to manage project and product leads, and coordinate industry information. The recent integration of the well-established and comprehensive Sweets building products database into the McGraw-Hill Construction Network adds functionality and makes it easier to find, compare, select, specify, and make building product purchase decisions.



www.construction.com/network/

Products

Built on the 100-year print heritage of Sweets, the Network for products integrates more than 87,000 building products from more than 10,000 manufacturers, 1,500 searchable PDF catalogs, 20,000 computer-aided design (CAD) details, and 3,400 3-part specifications.

Projects

The Network for products integrates more than 500,000 active commercial construction projects and 60,000 digitized plans and specifications. The Bid Management module allows collaboration activity around the complex process of project bidding.

People

McGraw-Hill Construction connects the industry's leaders and companies with news, trends, analysis, and forecasts.

GROWING ABILITY TO SEARCH, FIND AND INTEGRATE INFORMATION INTO THE WORKFLOW

ARCHITECTS

The product search links users directly to building product information located in PDFs of product catalogs, CAD drawings, and three-part specifications – all of which can be downloaded and used in the design process. Users can save the results in “My Workspace” and maintain a working gallery of design projects online within the Network. Architects can earn continuing education credits through construction.com and *Architectural Record*.

CONTRACTORS

Users can search for new construction project leads and find more business by connecting to decision makers in a project's pre-planning, planning, or bidding stage. They can download plans, specifications, and addenda. Contractors can invite sub-contractors to bid on jobs in a secure online environment and can track and organize key projects throughout the entire construction cycle.

BUILDING PRODUCT MANUFACTURERS

Manufacturers can search the Leads Dashboard to identify and win business. Each time an architect or contractor downloads product information, CAD details, or 3-part specifications, the manufacturer sees a qualified sales lead plus all of the lead's current building projects. The Dashboard also aggregates leads from reader service cards and advertising in *Architectural Record* and *Product News*. These connections enable manufacturers to have a measurable return on investment.

MCGRAW-HILL CONSTRUCTION MEDIA

Award-winning, industry leading publications:  
*Architectural Record*,  
 magazine of The American Institute of Architects  
*Engineering News-Record (ENR)*  
 11 regional construction publications  
*MyHouse* (<http://myhouse.construction.com/>)  
*Constructor*, magazine of the  
 Associated General Contractors of America  
 MHC Product News Tabloid  
 MHC Custom Publications  
[www.construction.com](http://www.construction.com)

MCGRAW-HILL CONSTRUCTION RESEARCH & ANALYTICS

McGraw-Hill Construction's research and analytics team is comprised of leading industry economists who maintain and analyze detailed historical and forecast databases of construction activity. Drawing upon more than 36 years of data and a content database of 7,000,000 records for over 3,000 counties, the expert staff provides comprehensive analysis, forecasts, and trends to assist in major business decisions and future planning.

## MOVING DEEPER INTO THE INDUSTRY'S WORKFLOW

More than 1.2 million professionals in global aviation, aerospace, and defense industries look to proprietary, multimedia products from McGraw-Hill Aerospace & Defense for news and analysis, forecasting, data and analytics, and marketing solutions.

The aerospace and defense industry is the world leader in integrating complex technology systems to serve needs in defense, space, and

commercial and business aviation. The industry has grown by evolving from "airplane makers" into "systems integrators" and expanded its focus from manufacturing to include global maintenance, repair, and overhaul (MRO) service networks serving aircraft and other systems. Future expansion is being driven by the steady growth of commercial air travel and the advanced technology required by the military.

## AVIATION WEEK INTELLIGENCE NETWORK

By providing total solutions to its customers' information needs, McGraw-Hill Aerospace & Defense is focused on moving deeper into the industry's workflow. Aviation Week Intelligence Network (AWIN) is the industry's most integrated business tool for managers, business developers, buyers, and technical professionals. In 2006 AWIN was awarded the Jesse H. Neal National Business Journalism Award for "Best Website" with 25,000 to 100,000 monthly visitors.

[www.aviationweek.com/awin](http://www.aviationweek.com/awin)

### News & Analysis

News, insight, data, and analysis across commercial aviation, aerospace and defense, space, business aviation, homeland security, and maintenance, repair and overhaul

### Industry Intelligence

Integrates content from McGraw-Hill Aerospace & Defense print and online publications

### Data & Tools

Access to comprehensive industry database:

- Expanded fleet data covering 97,000 commercial and military aircraft
- Specifications tables for more than 3,100 aircraft, engine, spacecraft, weapons, and electronics systems
- Company profiles provide data on 20,000 industry companies, 60,000 industry personnel, 6,000 product categories, 90,000 products and services

## PROVIDING CUSTOMERS WITH INTEGRATED MEDIA SOLUTIONS

McGraw-Hill Aerospace & Defense is the largest multimedia information and marketing services provider to the global aviation, aerospace, and defense industry.

### Print

Leads the industry with 360,000 subscribers across its portfolio of publications

*Aviation Week & Space Technology*  
*Business & Commercial Aviation*  
*Overhaul & Maintenance*  
*Aviation Daily*  
*Aerospace Daily & Defense Report*  
*The Weekly of Business Aviation*  
*Defense Technology International*  
*ShowNews*  
*World Aerospace Database including World Aviation Directory*

### Online

*AviationNow.com* and AWIN

Provides the industry's most reliable news, information, and intelligence

- Channels: Commercial Aviation; Defense; Space; Business Aviation; Maintenance, Repair, and Overhaul; Homeland Security
- Career Center and Employment Report
- Podcasts, RSS (Really Simple Syndication) feeds, daily industry news stories
- Find a Fleet and Find a Supplier tools

### Conferences

Reaches customers directly as attendees, exhibitors, or sponsors, as well as through advertising and merchandising opportunities

- Produces 12 major conferences and exhibitions for the MRO, defense, and program supplier communities within the aerospace and defense industries

**GROWING THE FRANCHISE**

By changing the emphasis on how and when information is delivered, the convergence of technology and content is shifting media usage by both consumers and advertisers. *BusinessWeek* is capitalizing on this trend. With the integration of its print and online editorial staffs, *BusinessWeek*'s expertise is now available daily across its growing lineup of distribution channels. In addition to reaching 4.7 million readers via its global magazine, *BusinessWeek* also averages 5.6 million unique users online around the world each month. Its syndicated television news program, *BusinessWeek Weekend*, reaches 700,000 viewers each week.

*BusinessWeek* expanded its content and online reach and partnered with Standard & Poor's and J.D. Power & Associates to enrich its editorial package. *BusinessWeek* also:

- Launched multi-channel content (Autos, Innovation & Design)
- Increased *BusinessWeek SmallBiz*'s circulation by 30% in 2005 to 650,000
- Added new columnists (Maria Bartiromo, Jack & Suzy Welch)
- Launched blogs, podcasts, newsletters, and an interactive gallery with video and online polls
- Created online channels for European and Asian markets
- Added local-language editions in Arabic, Turkish, Bulgarian, and Romanian. *BusinessWeek* already publishes local-language editions in Chinese, Russian, and Bahasa Indonesian. Local-language editions have been launched as part of a plan to deliver customized versions of *BusinessWeek* to a growing international audience. In 2006, *BusinessWeek China* celebrates its 20th anniversary.

**Top Print Advertising Categories, 2005**

Category	Global Edition	
	Revenue	% of 2005 Total
High Tech	\$ 105,379	31.7%
Finance/Insurance	68,548	20.6%
Automotive	29,082	8.8%
Professional Services	19,941	6.0%
Industrial Materials	17,144	5.2%
Corporate*	14,097	4.2%
Consumer	13,693	4.1%
Travel	13,578	4.1%
<b>Major Ad Categories</b>	<b>281,462</b>	<b>84.7%</b>
<b>All Others</b>	<b>50,853</b>	<b>15.3%</b>
<b>Total</b>	<b>\$ 332,315</b>	<b>100.0%</b>

Source: Publishers Information Bureau \* Corporate not elsewhere classified

**Top Online Advertising Categories, 2005**

BusinessWeek.com	Estimated Spending	
	Estimated Spending	% of 2005 Total
Financial Services	\$ 2,627,700	23.8%
Business to Business	2,594,300	23.5%
Consumer Goods	1,086,000	9.8%
Travel	964,900	8.7%
Hardware & Electronics	938,200	8.5%
Telecommunications	808,400	7.3%
Public Services	798,500	7.2%
Web Media	667,600	6.0%
Automotive	313,800	2.8%
All Others	240,500	2.2%
<b>Total</b>	<b>\$11,039,900</b>	<b>100.0%</b>

Source: Nielsen//NetRatings AdRelevance

**Global Advertising Pages**

2001-2005	Pages	2005	Pages	% of Year
2005	2,759.45	1Q	534.15	19%
2004	3,163.54	2Q	794.22	29%
2003	3,034.66	3Q	546.34	20%
2002	3,333.13	4Q	884.74	32%
2001	3,785.95	<b>Total</b>	<b>2,759.45</b>	<b>100%</b>

Source: Publishers Information Bureau (PIB)

**BusinessWeek.com – Monthly Page Views and Unique Visitors**

Page Views (average)		Unique Visitors (average)	
U.S.	35,000,000	U.S.	4,300,000
Europe, Middle East, Africa	3,200,000	Europe, Middle East, Africa	558,000
Asia Pacific	2,900,000	Asia Pacific	383,000
Others*	2,190,000	Others*	330,000
<b>Total</b>	<b>43,290,000</b>	<b>Total</b>	<b>5,571,000</b>

Note: Based on visits during November 2005-April 2006

\*Includes North America (non U.S.), South America, Central America, and the Caribbean

Source: BusinessWeek's internal data

**Advertising Rates, 2006**

	Global Edition <sup>1</sup>	% change vs. 2005	BW/China Edition <sup>2</sup>	% change vs. 2005	SmallBiz <sup>3</sup>	% change vs. 2005
Rate Base	900,000	-7.2%	120,000	9.1%	650,000	30.0%
4-Color Page Rate	\$99,500	-6.6%	\$14,100	5.2%	\$68,800	32.9%
B/W Page Rate	\$67,500	-6.3%	\$9,500	5.6%	\$46,520	NA

<sup>1</sup> Published 50x a year

<sup>3</sup> Published 4x a year

<sup>2</sup> Published 12x a year

<sup>4</sup> Paid/controlled (06/2005)

**Print Subscription Rates, 2006**

	Global Edition <sup>1</sup>	% change vs. 2005	BW/China Edition <sup>2,4</sup>	% change vs. 2005
Single Copy	\$4.95	–	10 RMB	–
Annual Subscription	\$59.97	–	120 RMB	–
3-Year Subscription	\$119.97	–	–	–

**Average Paid Circulation (12/31/2005)**

	Global Edition <sup>1</sup>	% of total	BW/China Edition <sup>2,4</sup>	% of total
Subscription	960,777	97.2%	–	–
Single Copy	27,291	2.8%	–	–
<b>Total</b>	<b>988,068</b>	<b>100.0%</b>	<b>110,880</b>	<b>100.0%</b>

**CROSS-CHANNEL ORIENTATION FOR NEWS, ANALYSIS, AND INFORMATION**

*BusinessWeek* is leveraging its editorial expertise so each day its global audience is provided with insights on trends, news, business and financial analysis, and services across multiple channels.

**Print**

*BusinessWeek* magazine

- Global edition
- Local-language editions
- Special sections and directories

*BusinessWeek SmallBiz*

**Online**

*BusinessWeek Online*

- Channels: Top News, *BusinessWeek* Magazine, Investing, Asia, Europe, Technology, Autos, Innovation, SmallBiz, B-Schools, Careers
- *MBA Insider* (subscription-only premium content)
- Podcasts, blogs, RSS (Really Simple Syndication) feeds, daily updates, videos
- Interactive gallery (slide shows, polls)

*BusinessWeek Digital*

Delivers the magazine by e-mail

**Television**

*BusinessWeek Weekend*

A weekly, personal finance and personal business program about earning, preserving, spending, and investing money. The program reaches 80% of all U.S. television households and is cleared in 141 markets on a number of networks (mostly ABC).

*BusinessWeek Business Reports*

Airs daily business information from the NASDAQ MarketSite on affiliates around the U.S.

**MAXIMIZING THE DELIVERY OF UNIQUE CONTENT ACROSS MULTIPLE CHANNELS**

The multi-channel approach adds a new dimension to *BusinessWeek*. A prime example is the expanded coverage of automobiles on *BusinessWeek*'s new information highway.



**Online**  
Launch of the Autos Channel on *BusinessWeek Online*  
[www.BusinessWeek.com](http://www.BusinessWeek.com)



**Television**  
*BusinessWeek Weekend* airs a single-themed program on location at the North American International Auto Show in Detroit



**Blog**  
Reporter David Kiley kicks off the "The Auto Beat" weblog with a report on the newest cars at the North American Auto Show in Detroit



**Magazine**  
*BusinessWeek*'s global edition publishes a special report on the future of cars



**Podcasts**  
*BusinessWeek Online* partners with the podcast "Cruise Control Radio," making it available for download directly from *BusinessWeek Online* or Apple's iTunes

**BusinessWeek Autos Channel**

All of the Autos Channel's online content is free, including news, reviews, special reports, and videos. The site features a state-of-the-art car configurator tool where users can build their own dream vehicle by choosing from a drop-down menu containing all of the manufacturers' latest vehicle packages, options, and features. When the user finishes building the vehicle, the tool generates a Manufacturer's Suggested Retail Price (MSRP) based on the user's choices. The user then has the option to view the vehicle's safety ratings and rebate offers, compare it to other comparable models, and even get a free dealer quote. The Autos Channel also features:

- **J.D. Power Rankings:** Ratings based on independent and unbiased feedback from verified product and service owners
- **Car Reviews:** Provided by *BusinessWeek* editors and *BusinessWeek Online* users
- **Auto Shows:** Slide shows of new models from around the world
- **News:** The latest industry information from *BusinessWeek* and J.D. Power experts
- **Classic Cars:** Classic show reviews
- **Design:** Slide shows of the latest concept cars, and the latest design trends

J.D. Power and Associates

**LISTENING TO THE VOICE OF THE CUSTOMER**

An independent source of marketing information to consumers and businesses for nearly four decades, J.D. Power and Associates' quality and customer satisfaction ratings and market research have achieved worldwide recognition. J.D. Power and Associates' industry performance benchmarks and must-have research on customer satisfaction have become part of the operational fabric at many of the world's major companies.

J.D. Power and Associates is the leading provider of marketing information services for the global automotive industry with a strong and growing presence in other important industries including finance, insurance, healthcare, homebuilding, telecommunications, and energy. Today, more than 30% of its revenue comes from non-automotive sources. International operations generate more than 20% of the revenue.

In 2005, after surveying tens of millions of consumers, J.D. Power and Associates compiled its vast database of information in *SATISFACTION: How Every Great Company Listens to the Voice of the Customer*. In this comprehensive guide to customer satisfaction, Chris Denove and James D. Power IV include insights previously available only to clients. The book explains how great companies like Lexus, UPS, JetBlue, and Enterprise Rent-A-Car translate consistently high customer satisfaction into profitable growth.



To help consumers make more informed decisions when shopping for products and services, J.D. Power and Associates provides highlights of its research online at J.D. Power Consumer Center [www.jdpower.com/cc](http://www.jdpower.com/cc)

**CORE SERVICES**

J.D. Power and Associates offers five core services designed to help companies integrate the voice of the customer into their operations:

**Syndicated Research:** Industry-wide customer satisfaction performance benchmark studies that are funded by J.D. Power and Associates to maintain credibility and objectivity. The results of the studies are sold to companies within the industries, and highlights of the results are published for consumers on [www.jdpower.com](http://www.jdpower.com).

**Brand Licensing:** Highest-ranking companies can enter into a licensing agreement to advertise the award. Extensive media coverage, coupled with fee-based ad claims, has helped to build the J.D. Power brand without requiring additional advertising or marketing expenditures.

**Proprietary Research:** Company-specific tracking studies to monitor quality and customer satisfaction over time.

**Power Information Network (PIN):** PIN's real-time information transforms vehicle-specific transaction data into business analysis tools to help manufacturers optimize incentives and inventory management. Retailers can evaluate gross profit margins, monitor used car sales, and assess the effectiveness of the dealership's advertising.

**Performance Improvement Consulting and Training:** Leverages longitudinal databases and identifies best practices from across industries to help companies bridge the gap between customer expectations and customer satisfaction for product development and sales/service.

**2005 AWARDS OF EXCELLENCE**

Here is a sampling of awards J.D. Power and Associates presented to highest-ranked companies in 2005 for quality and customer satisfaction:

Sales Satisfaction  
**Jaguar**

Customer Satisfaction with Dealer Service  
**Lincoln**

Most Dependable Premium Luxury Car  
**Lexus LS 430**

Investor Satisfaction with Online Trading Services  
**Scottrade**

Investor Satisfaction with Full Service Brokerage Firms  
**Edward Jones**

Customer Satisfaction among National Auto and Home Insurers  
**Amica**

Highest in Customer Satisfaction with New Home Builders in Detroit, Michigan  
**Pulte Homes**

Highest in Customer Satisfaction with New Home Builders in Sacramento, California  
**Centex Homes**

Highest in Guest Satisfaction among Luxury Hotel Chains  
**Four Seasons Hotels and Resorts**

Highest in Rental Car Customer Satisfaction  
**Enterprise**

Wireless Customer Service Performance  
**T-Mobile**

Customer Satisfaction among High-Speed Internet Service Providers  
**Cox Communications**

Customer Satisfaction among Cable/Satellite TV Subscribers  
**WOW!**

Overall Member Satisfaction among National Vision Plans  
**Vision Service Plan**

Overall Customer Satisfaction among Vision Care Retailers  
**Costco**

Distinguished Hospital for Service Excellence  
**South Jersey Healthcare**

Overall Ownership Satisfaction among Compact Cars – Mexico  
**Honda Civic**

Customer Satisfaction with Pre-Paid Wireless Service – Canada  
**Virgin Mobile**

Color Laser Printer in Customer Satisfaction among Business Users  
**Fuji Xerox**

Customer Satisfaction with Auto Insurance Claims  
**Zurich Insurance**

