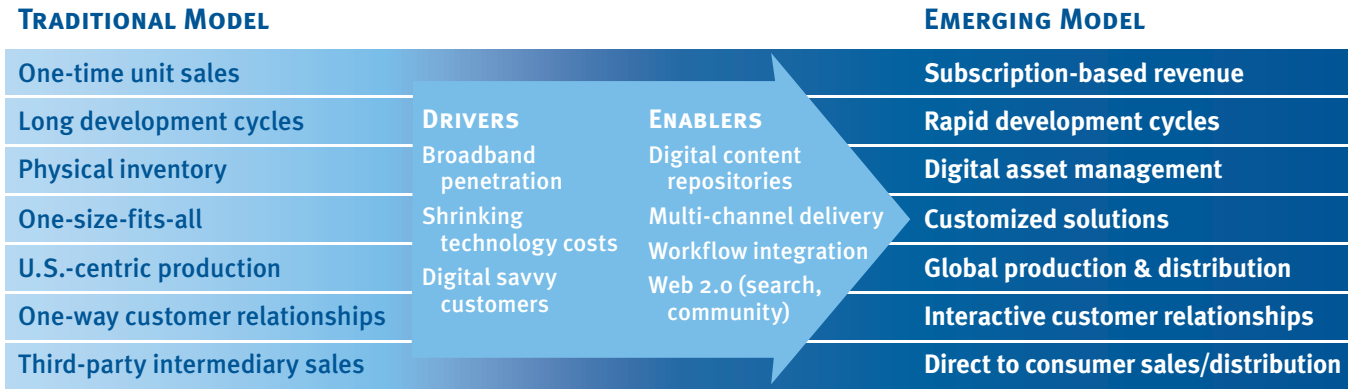


HOW TECHNOLOGY IS CHANGING THE MARKETPLACE AND CREATING NEW OPERATIONAL LEVERAGE

To meet the growing demand for digital capabilities in the markets The McGraw-Hill Companies serves – financial services, education and business information – the Corporation has invested in a global data center strategy. Technology investments support MHP’s ability to provide its customers with products and services that represent the shift to an emerging model. Connecting content and managing digital assets globally across the entire organization is an essential part of the effort to grow revenue while reducing costs. It is also helping to improve workflow and productivity.



DIGITAL PUBLISHING @ THE MCGRAW-HILL COMPANIES

Digital asset management is a key to improving operating leverage for The McGraw-Hill Companies. The digital workflow system is fundamentally changing how products are produced and enables seamless interoperability of digital publishing, content management, and production workflow systems.

Digital Workflow –

- Create once
- Store
- Repurpose on demand

The workflow system provides a platform that streamlines the entire production process:

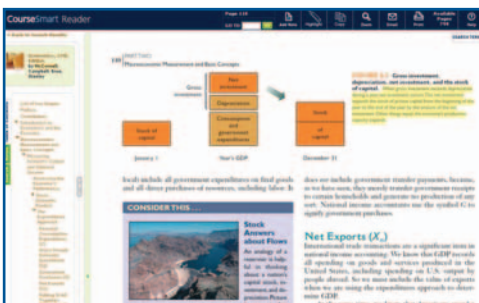
<p>Organizes activities of</p> <ul style="list-style-type: none"> • Editors • Designers • Photo editors • Production teams 	<p>Creates a collaborative environment</p> <ul style="list-style-type: none"> • Copy editing • Page layout • File management • Workgroup administration 	<p>Sources and archives rich-media assets</p> <ul style="list-style-type: none"> • Photographs • Illustrations • Video • Animations • Audio 	<p>Enables critical production processes</p> <ul style="list-style-type: none"> • File tracking • Version control • Digital delivery to multiple distribution channels including local and offshore vendor partners for printing
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McGraw-Hill Education

McGraw-Hill Education’s digital workflow enables a growing number of higher education titles – 600 by August 2008 – to be available through www.CourseSmart.com, a common eBook platform developed by a consortium of publishers.

See page 34 for more details



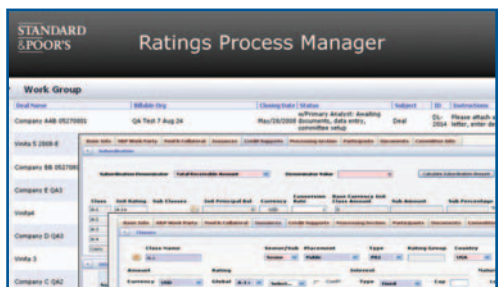
Information & Media

Information & Media’s digital workflow system streamlines the production for an increasing number of publications, including *BusinessWeek* and AVIATION WEEK. The system will be installed at additional publications.



Financial Services

Financial Services’ workflow portal for S&P’s credit rating analysts provides a single point of access to the critical information needed to help in their decision-making process. This includes access to news on companies, industries and markets; ratings criteria; tools for modeling; previously published content; ratings documents; and scheduling priorities.



EXAMPLES OF THE EMERGING MODEL

ONLINE ASSESSMENT INFORMATION ENHANCES TEACHING AND LEARNING

Acuity™

McGraw-Hill Education’s investments in digital products and services are increasingly a source of competitive advantage at all levels of education. Technology is changing the formative assessment market – “low-stakes” tests that are given throughout the school year for the purpose of informing instruction. Whether tests are taken online or with paper and pencil, McGraw-Hill Education’s Acuity provides fast feedback to students and teachers. The timely information enables teachers and districts to individualize instruction and improve the education of children. These ongoing assessments also provide a strong indication of student outcomes on the summative “high-stakes” test at the end of the school year while there is still time to make a positive impact.

See page 33 for more details



www.acuityforschool.com

REAL-TIME DELIVERY OF PLATT’S INFORMATION TO THE GLOBAL ENERGY MARKETS

Platts

Information & Media continues to make progress in providing its customers with higher-value information products and services that are directly integrated into their workflow and infrastructure. Platts provides industry-leading intelligence, price benchmarks, analysis, and solutions to the global energy market. Real-time digital delivery options include:

- Platts’ multiple alert service, including its flagship *Global Alert*
- Distribution through multiple vendors, including Reuters and Bloomberg®
- Data feeds
- *Platts Energy Advantage* for energy market fundamentals data

See page 50 for more details



www.platts.com

ROBUST FINANCIAL INFORMATION AND ANALYTICAL PLATFORM

Capital IQ

Standard & Poor’s embeds its comprehensive and timely financial information into the workflow of financial professionals globally. Standard & Poor’s Capital IQ research platform combines deep information on companies, markets, and people worldwide with robust tools for fundamental analysis, financial modeling, market analysis, screening, targeting, and relationship and workflow management.

See page 45 for more details



www.CapitalIQ.com