



**Rob Ruijter**  
CFO & Interim CEO

August 8, 2006

Dear Colleagues:

I am very pleased to announce the appointment of Robert L. Krakoff as President and CEO, VNU Business Media USA. Bob succeeds Mike Marchesano, who has taken on a vital new role for VNU as Executive Vice President and Chief Transformation Officer. The appointments are effective immediately.

Bob Krakoff is a proven and highly successful executive with a distinguished record of more than 30 years leading publishing and exposition businesses. He is currently Chairman and Chief Executive Officer of Blantyre Partners, Inc., a strategic management and investment company working in association with The Blackstone Group in the area of business-to-business media. Earlier, he was Chairman and CEO of Advanstar, Inc., which publishes business magazines, professional journals and directories in life sciences, fashion and power sports. Advanstar also produces expositions and conferences worldwide and markets database and direct marketing products. Before joining Advanstar, Bob was Vice Chairman of Reed Elsevier USA, and Chairman of Cahners Publishing Company.

Bob is ideally qualified to build upon and extend the strong performance of our publishing and exposition businesses, and to continue the development of innovative combinations of print and online media and expositions for the industries we serve. He and Mike Marchesano will work closely together over the next few weeks to ensure a smooth transition.

With this change in leadership, Mike's current responsibility for Nielsen Entertainment will be assumed by Susan Whiting, executive vice president of VNU Media Measurement & Information and president and CEO of Nielsen Media Research.

Please join me in thanking Mike for his many contributions as CEO of VNU Business Media USA, and in welcoming Bob to VNU.

Best regards,

A handwritten signature in black ink, appearing to read 'Rob Ruijter', with a stylized flourish at the end.