



From the desk of Kevin Worth, CEO and President

Dear Readers and Customers,

In recent months, we have made important changes that have reshaped our electronic product portfolio to provide our growing, global corporate and financial audience with better solutions that meet their financial news and information needs.

As of April 27, we will offer a streamlined electronic product set. To alert you to the key features and changes, to follow is what you will see:

The Deal Pipeline (subscription/license required):

A news, deal discovery and business development tool, launched in October 2008

- Merges TheDeal.com, Auction Block, Merger Arb Alert, Bankruptcy Insider, VCDeal.com and *The Daily Deal* into one enhanced, upgraded product.
- Provides intelligence on more than 50,000 firms and 40,000 individuals involved in the sell side and buy side of dealmaking, with extensive coverage on private companies and difficult-to-track middle market deals.
- Includes powerful search features, such as Find-a-Deal, that take users to a dashboard of data on deals.
- Aggregates The Deal's 10 years of original content along with targeted external content vetted by our editors.
- Mobile and customized tools: The Daily Deal Mobile Edition, The Deal Pipeline Mobile Site and a BlackBerry short cut. Alerts track and send selected information based on your parameters.
- To preview The Deal Pipeline, contact Michael Crosby at 212.313.9325 or mcrosby@thedeal.com.

TheDeal.com (relaunched with no subscription required)

The gateway to the deal economy, TheDeal.com is the homepage to all The Deal's products and services

- Blogs: Dealscape and Corporate Dealmaker offer discourse on the financial news cycle.
- Original videos and programming, including our award-winning Behind the Money series, covering people driving the venture and tech economy—along with Inside The Deal, interviews with leading financial dealmakers from across the business spectrum. The Deal Events section provides reporting from our live events and virtual webcasts that focus on news and trends occurring in today's deal economy.
- The Deal Magazine presents our signature feature stories and columns, including a Movers & Shakers slideshow. Dealwatch provides primers on deals in progress, industry activity and current trends, while our Community section anchors Soapbox—contributed content from distinguished experts.
- Is the front door to The Deal Pipeline, our business intelligence tool, with a scrolling news ticker and highlights of exclusive content.

As we celebrate our tenth year as the voice of the deal economy, we thank you for your ongoing support and feedback.

Sincerely,

Kevin Worth
CEO and President
kworth@thedeal.com