



## **NEWS RELEASE**

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### **Reed Business Information acquires Innovata LLC, a leading provider of world schedules data for the air travel and transportation markets.**

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Reed Business Information (RBI), a division of Reed Elsevier, announced today it has acquired the entire issued share capital of Innovata LLC, a leading provider of airline schedules data, maps and tools for the global air travel market. Innovata will join RBI's aerospace information and data services business, Flightglobal.

Innovata's schedules data powers systems and online services for clients across the air travel and transportation sectors.

Flightglobal is among the longest established players in world aerospace and aviation, with a leading position in fleets data, aircraft values and now airline schedules. Its news, analysis and insights are used by professionals across the industry to identify new opportunities and make sound investment decisions.

Melanie Robson, Head of Flightglobal said: "Innovata and Flightglobal are two extremely strong and well-established brands in the aviation information sector. The bringing together of our highly complementary data assets will accelerate the growth of Flightglobal's data businesses and enable us to find new solutions for customers by combining both companies' data and analytical properties. Flightglobal brings huge audience reach, marketing power and multi-media expertise to the Innovata business."

Paul Chrestensen, Innovata Chief Executive Officer, said: "This is a win-win agreement for Flightglobal and Innovata. As part of the Flightglobal family, we will bring together our innovative product portfolios and incredibly talented teams. We are confident that our companies will maintain their leading positions in the marketplace and continue building a strong foundation for the future." Ponterra Business Advisors were exclusive financial advisors to Innovata.

**Ends**

**About Innovata**

Innovata is a leading source of airline schedules data covering more than 800 carriers worldwide and is a strategic partner of IATA, the trade association for the world's airlines. Innovata licenses its schedules to clients across the air travel and transportation sectors; builds, hosts and maintains a wide range of electronic timetable and route network mapping solutions; feeds a range of third party aviation schedules analysis tools; and offers an affiliate partnership program through [www.quicktrip.com](http://www.quicktrip.com) to airports and other travel players.

**About Ponterra Business Advisors**

Ponterra Business Advisors is a specialty middle-market technology and services M&A investment bank focused on the global travel, hospitality, retail, and foodservice industries. Approximately 70% of the team's transactions have involved at least one international partner over the past 12 years. Members of Ponterra are registered representatives of and securities are offered through StillPoint Capital, LLC.

**About Flightglobal**

Flightglobal is part of Reed Business Information, a division of the world leading information solutions group Reed Elsevier. With over 200 employees across the globe, Flightglobal is headquartered in London, with offices in New York, Washington DC, Hong Kong, Singapore, Shanghai and Tokyo. Its brands include the ACAS, Ascend Online and Flightglobal Dashboard premium services, as well as the [flightglobal.com](http://flightglobal.com) website, Airline Business and Flight International magazines.

**About Reed Business Information**

Reed Business Information brings market leading brands to an audience of millions of decision makers worldwide through its multi-platform media of data services, online lead generation services, community websites, magazines and events. Reed Business Information is part of Reed Elsevier, a world leading provider of professional information solutions in the science, medical, legal, risk management and business to business sectors.

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