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SmithBucklin Acquires Information, Inc.

CHICAGO – September 6, 2011 – SmithBucklin Corporation, the world’s largest association management and professional services company, announced that it acquired Information, Inc., considered to be the supplier of choice for developing quality content for delivery to members of association and corporate markets. The announcement was made by Henry S. Givray, SmithBucklin president and CEO, and Alain Carr, Information, Inc. president and publisher.

Information, Inc. will operate as a wholly owned subsidiary of SmithBucklin and will retain its highly respected brand name and headquarters location in Bethesda, Md. Carr will continue as president and publisher of Information, Inc. and will become a member of SmithBucklin’s Corporate Management Team.

“The opportunities as a result of this acquisition are very compelling because our two companies serve similar client organizations and offer different yet complementary services,” said Carr. “SmithBucklin’s market leadership and industry leading practices, combined with Information, Inc.’s ability to deliver compelling content, will enable us to satisfy a broader range of clients while continuing to create a rich array of content services. By any measure, it feels like a perfect fit.”

Information, Inc. monitors an extensive range of print and electronic media, totaling almost 8,000 national and international information sources. Information, Inc.’s media coverage extends far beyond the U.S. with more than 400 newspapers, magazines and wires services from around the world. Information, Inc. recently introduced a Web-based supplier directory that associations can offer to their members as a resource to locate providers of goods and services in their industries. This service is particularly appealing as a good source of non-dues revenue, a recruiting tool for greater supplier involvement in an association and a useful, interactive member service.

“We are excited to welcome Information, Inc. to the SmithBucklin family,” Givray said. “Information, Inc. has pioneered a uniquely powerful, highly relevant and customizable news service offering that enables organizations to deliver tangible value to their constituencies. The company is a highly respected leader in content development with a 31-year track record of success and a proven business model for serving the association and corporate markets. The potential synergies with SmithBucklin’s service models offer exciting opportunities for both companies.”

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About Information, Inc.

Information, Inc. is a content provider serving the association and corporate markets. Founded in 1980 and based in Bethesda, Md., the company produces timely and accurate news summary services for hundreds of client organizations. Since its inception, Information, Inc. has produced more than 1.5 million copyrighted stories. The news can be delivered electronically daily as early as 7 a.m. or published weekly, biweekly or monthly and is used to monitor competitors, government regulations and new product developments to detect industry trends or keep informed about other vital topics. The company also offers a Web-based supplier directory that associations can offer to their members as a resource to locate providers of goods and services in their industries. The supplier directory is particularly appealing as a good source of non-dues revenue, a recruiting tool for greater supplier involvement in the associations and a useful interactive member service. For more information, please visit www.infoinc.com or call 301-215-4688.

About SmithBucklin

SmithBucklin is the world’s largest association management and professional services company. Founded in 1949, the company provides full-service management and outsourcing services to trade associations, professional societies, technology user groups, corporations, government institutes/agencies and other nonprofit organizations.



SmithBucklin's mission is to drive growth for its client organizations and provide uncompromised stewardship for their long-term prosperity. SmithBucklin offices are located in Chicago, Washington, D.C., St. Louis, Old Lyme, Conn. and St. Paul, Minn., and the *SmithBucklin + MCI Worldwide Partnership* provides client organizations with seamless association and event management services from more than 40 offices throughout the world. The company is 100 percent employee-owned. For more information, please visit www.smithbucklin.com or call 1-800-539-9740.