



Press Release

FOR IMMEDIATE RELEASE

DURRANTS ACQUIRES GORKANA

Gorkana joins Durrants and Metrica to deliver unique service for the PR industry

London, 8th April 2010: Durrants, the premier provider of media monitoring and analysis services, announced today that it has signed an agreement to acquire Gorkana, the provider of media intelligence and industry news to the PR industry and journalist community, for an undisclosed sum. This will create a combined business with a turnover of more than £40M.

Established in 2003, Gorkana has rapidly built up a loyal following as a 'must have service' for the PR and journalist communities. It was set up by two ex-PRs, Alex Northcott and Michael Webster, who were frustrated by the lack of a quality service in the market to support them in targeting and building up positive and mutually beneficial working relationships with the media. Knowing there must be a better way to bridge the gap between the journalist and PR communities, they came up with Gorkana and its array of services which include an industry leading media database, media alerts, journalist briefing events and an industry news and jobs portal.

Jeremy Thompson, Durrants Managing Director, comments:

"This move is transformational as it completes the coming together of three market leaders, all with strong reputations for delivering exceptional services and customer support. Durrants acquired Metrica, the award winning media evaluation specialist in October 2009. Combining Gorkana with Durrants media monitoring and Metrica analysis will give our customers unrivalled access to the 'best of breed' solution for every stage of the PR workflow."

Alex Northcott, Gorkana Chief Executive, said:

"This is an exciting leap forward for Gorkana and will provide scope to accelerate our growth internationally and in terms of the products we can offer. The synergies created by this deal will dramatically increase the level of journalist intelligence and insight we can provide to our core markets."

"Getting PRs to engage with journalists in an intelligent way is at the heart of everything we do. So our core focus has always been to offer our clients the most accurate and reliable media intelligence to support them in a fast evolving media landscape. Gorkana will be greatly enhanced by Durrants and Metrica, giving our clients access to the very best intelligence. This unique offering will allow us to customise and filter the detail and content that many of our clients have told us they want."

- Ends -

About Durrants:

Durrants (www.durrants.co.uk) has been providing an invaluable service to communications and PR specialists for over 125 years. Having pioneered the industry, it continues to lead the market through product innovation and customer service and, as a result, remains the industry's preferred supplier.

Combining technology with the expertise of in-house editorial, analysis and account management teams, Durrants helps more than 5,000 organisations across all sectors of the UK economy including FTSE 250 companies, private companies, government departments, PR agencies and charities, to better manage their reputations

Durrants supports each stage of the PR process with specialist data and applications that permit journalist identification, press release distribution, media monitoring and evaluation. Durrants is a private company, backed by Exponent Private Equity.

About Gorkana:

Gorkana (www.gorkana.com) is a provider of media intelligence and industry news to the PR/communications industry and journalist community, allowing both to work more effectively together and build positive and mutually beneficial working relationships.

Gorkana's key products and services include:

- An industry leading media database renowned for its accuracy and depth of media outlet and journalist profiles
- Weekly media workshops: where journalists give PRs tips on how to best work with them
- Daily 'Gorkana alert' emails: keeping both journalists and PRs informed on the latest news and moves in journalism
- Media requests: allowing the media to target up to 6000 PRs with requests for case studies, expert opinions, interviewees, and competition prizes
- Forward features: enabling PRs to plan for the year ahead with lists for over 1300 publications
- Gorkana industry news and jobs portal (www.gorkanapr.com)

The company was named after Sergeant Gorkana, the man who saved the life of founder Alex Northcott when he became entangled in a swamp with a 120lb rucksack and a rifle on his back while in the Royal Gurkha Rifles.

About Metrica:

Metrica (www.metrice.net) is an expert, award-winning, global media analysis and evaluation company. Established in 1993, the company was one of the first specialist agencies in the world and maintains a reputation for excellence, innovation and leadership in the industry.

Through the provision of flexible, cost-effective analysis, tailored to individual clients needs, Metrica strives to deliver actionable data which adds value at every stage of the PR lifecycle.

The company's portfolio of offerings includes tools, such as market research services and a journalist management system, which help make sure what is learnt in the analysis process can be effectively applied back into PR activity and planning.

Metrica was acquired by Durrants in October 2009.

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