

Press Release

Press Conference

AgraFNP announces change of name and expansion of operations

The change will expand the company's position in Brazil and abroad

São Paulo, January, 2011 – Starting on January 21st, AgraFNP, the agricultural commodities segment of the Informa Group in Brazil will change its name to Informa Economics FNP. FNP will adopt a new corporate identity and a new logo. The objective of this change is to expand and strengthen the company's position as commodity and agriculture, food and energy consults in Brazil and abroad.

According to the president of Informa Economics FNP, Maurício Mendes, “the change is part of a synergy process with the brand Informa Economics, as a branch of the largest and most influential agribusiness consulting group in North American and world-wide.”

“The change is part of the internationalization process which started with the entry of FNP in the Informa Group in 2005. With the importance of the Brazilian agribusiness in the global context, FNP, now Informa Economics FNP, will be prepared to meet the demands of its clients here and abroad,” says Mendes.

In Brazil Informa Economics FNP will strengthen its activities in the areas of consultancy and information in the segments of Agribusiness and Renewable Energies, through publications, studies and projects, market intelligence and events.

“The further integration of FNP into the global Informa Economics Group reflects the global reach of Informa Economics with operating companies in South and North America, Europe and with affiliate firms and agencies in Asia,” according to Bruce Scherr, Chairman of the Board and Chief Executive Officer.

Therefore on January 21st, Maurício Mendes and analysts from Informa Economics FNP will be available to the press to answer any questions and trace the perspectives for agribusiness in 2011.

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