

## **INFORMA ECONOMICS ANNOUNCES LAUNCH OF NEW POLICY NEWS, ANALYSIS SERVICE: THE INFORMA ECONOMICS *ISSUE MONITOR***

Informa Economics is proud to announce the launch of its new web-based policy news and analysis service, the *Informa Economics Issue Monitor* (<http://www.iemonitor.com>).

This product will provide customers with a solid mix of agricultural policy information and key topics related to agriculture, trade, energy, economic and commodity analysis as it is co-written and edited by noted Washington, D.C., insider and Informa Senior Vice President Jim Wiesemeyer, former *Pro Farmer* news editor and *Farm Journal* magazine policy and Washington editor and Informa Policy Analyst Roger Bernard, and experienced Washington, D.C.-based Informa Senior Writer and Editor Barry Jenkins.

According to Informa Economics Chairman of the Board and Chief Executive Officer Bruce Scherr, "The new *Issue Monitor* is a first-class combination of current 'real time' policy and market input with an extraordinary historical record indexed by topics and content in a full web-based environment to enhance client interface." Moreover, Scherr added, "The Wiesemeyer, Bernard and Jenkins team is unparalleled in terms of experience, contacts and insight."

The basic subscription level of the *Informa Economics Issue Monitor* service will provide news and analysis that is updated throughout the day and includes the following features:

- Brief news snapshots on developing stories throughout the day;
- Summaries of the ongoing political and regulatory issues;
- Coverage of other current policy and news hot topics that relate to our core areas of expertise;
- State-level news;
- Content categorized by topic for easy reference by the user; and
- Selected market data updates.

For those clients that need a deeper understanding, knowledge and analysis of the latest policy and regulatory news, Informa Economics also offers an enhanced version of this service. With this version of the *Informa Economics Issue Monitor*, clients have access to all of the features of the basic product plus:

- Exclusive analyses and perspectives on policy and regulatory issues from Wiesemeyer, Bernard and Jenkins;
- Access to Informa Economics' up-to-date *Issue Reference Guide* to give clients all of the issue information they need as well as expert forecasts on where the issue may be heading;
- A detailed *Issue Index* of all the content posted on the website;
- Up-to-date congressional hearings and government reports calendar;
- A *Media Watch* to keep you informed on key information around the internet; and
- Selected analysis and fundamentals from Informa Economics staff experts in crops, livestock, transportation and energy.

For more information about the *Informa Economics Issue Monitor*, contact Informa Economics' Director of Publishing Jeremy Scherr at (703) 891-6312 or Informa Economics' Senior Vice President and Director of Sales and Marketing Jim Allwood at (901) 766-4655.

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