

INFORMA ANNOUNCES STAFF ADDITIONS, PROMOTIONS

Informa Economics, Inc. Chairman of the Board and Chief Executive Officer Bruce Scherr and Informa Economics President and Chief Operating Officer Tom Scott recently announced several additions to the company's staff as well as promotions within the company.

Laura Schuchard recently joined Informa Economics as a commodity analyst with her responsibilities including work on acreage, yield and production forecasts for the U.S. and world crops. Prior to joining, Informa she worked as a research assistant within the Agricultural and Food Policy Center at Texas A&M University where she developed a stochastic model of net returns per acre associated with enrollment in the Conservation Reserve Program and dryland crop production in the Texas Panhandle. Schuchard also has interned with the House Agriculture Committee where she assisted committee staff members with a wide range of current agricultural research projects. She received her bachelor's and master's degrees from Texas A&M University in agricultural economics.

Kayla Doerr joined Informa's Crops Group with primary emphasis on feed grain analysis. Prior to joining Informa, she worked as a teaching and research assistant at Texas A&M University where she used cluster analysis to create peer advisory groups for farm managers. She also has written a peer advisory group resource guide for farmers, published by Texas AgriLife Extension. Doerr received her bachelor's degree from Northwest Missouri State University in agricultural business and master's degree from Texas A&M University in agricultural economics.

H. W. "Kip" Butts was named Director of Energy Services. As a member of the Informa Economics' Transportation, Industrials and Energy Services Group, Butts directs the energy group's analyses and develops customized trading strategies for all of the energy products as well as leads the energy group's sales efforts. Concurrent with his energy analyses, Butts is responsible for the Informa Economics' fundamental research of cotton cash and futures markets with emphasis on hedging and trading strategies. Prior to joining Informa, Butts was a corporate economist for Cargill subsidiary Hohenberg Bros. Co., now Cargill Cotton, in Memphis, Tennessee, where he provided economic analyses, interpreted and analyzed farm program legislation, conducted fundamental analyses of domestic and world cotton markets, and was a critical member of the company's risk management team.

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Bill McCary was promoted to Director of Acreage and Production within Informa's Crops Group. McCary has nearly 30 years of experience working in Informa's acreage and production division. His responsibilities include analyzing acreage and yield prospects for the US as well as the world. McCary primarily is responsible for maintaining and analyzing the company's monthly acreage and crop surveys and issuing Informa's acreage and its monthly crop production updates. He also is Informa's crop evaluator and has surveyed crops in the Americas as well as Europe.

Joe Somers was promoted to Director of Washington Consulting. Somers is responsible for economic analyses and agricultural policy consultancy work in Informa's Washington, D.C., office. He brought to Informa more than 27 years' experience with USDA's Foreign Agricultural Service (FAS) as a foreign service officer and has been a member of Informa's staff since 2002. While at FAS, he served in Brazil and Argentina and traveled on official USDA fact-finding trips. In Washington, he supervised and conducted world supply/demand and trade policy analyses for a wide range of commodities and managed publication of several analytic circulars. He also was director of research and marketing for the GIC Group, Alexandria, Virginia, with responsibilities being business development and economic and market analyses.

Sean Tanksley was named Informa's Lead Application Developer with his primary responsibility being application developer of *MarginQuest*TM, a risk management service and web-based demand forecast application designed for the retail food industry. He also plays an integral part of Informa Economics' web application development team for many web applications and solutions such as the Informa Economics *Issue Monitor*. He was previously with Harrah's Entertainment, Inc., Memphis, Tenn., where he spent four years as a lead support specialist and application developer. At Harrah's, he directed the development of an all-inclusive metrics tool, supervised a team of service desk employees, contractors and web developers, managed diverse web design projects, and created effective training programs for personnel. Prior to this work, Tanksley spent two years as a domain architect at Black Hawk Gaming in Colorado where he updated and maintained wide-ranging IT infrastructure activities for corporate offices and three high-volume casinos. He also spent two years as a support specialist for Harrah's in North Kansas City, Mo., and Vicksburg, Miss., where he designed, developed and implemented innovative restaurant and meeting room reservation web application, which provided seamless organizational business processes.

Ben Warolin was promoted to Senior Analyst, Tropical Products. Warolin joined Informa Economics in 2008 with his principal responsibilities being market research, analyses and price forecasting for the domestic sugar, world sugar, cocoa and corn sweetener markets. Prior to joining Informa, Warolin served for two years as an agribusiness volunteer with the Peace Corps in Moldova.