



News Release

For Immediate Release

Merger Announced

Uniondale, NY July 30, 2006—Empire Executive and Professional Registry (EWW) has announced today that it has merged with Manchester Who's Who Registries (MWW) to form one of the most diverse executive publishing and professional networking organizations in the world. Under the terms of the approved merger, the two companies will operate under a single parent company Cambridge Who's Who Publishing, Inc.

Current members of EWW and MWW will be active members of Cambridge effective August 1, 2006. Members of both organizations will enjoy all of their current benefits of membership, plus access to over 250,000 members both nationally and internationally. One focus of the merger is to build value for Cambridge members by providing significant enhancements to its online networking, exposure and information resources as well as improving the utility of its annual print publications.

"This merger is a natural fit for both companies," stated Mitchel Robbins, acting CEO of Cambridge. "EWW has always been committed to providing innovative online networking products and services to its members, while MWW has focused its efforts on creating a robust registry and easily searchable CD-ROM. Through this synergy we will adopt the best practices of both organizations to further strengthen its position as the leading networking resource for business executives and professionals across every industry throughout the world," says Robbins.

Over the next 12 months, Cambridge will identify the needs of its members and add value by offering additional forums for exchange, broadening its membership base, and introducing new products and services for the purpose of personal and professional development. While the majority of the operations will remain unchanged, simplifying ownership structure will lead to more efficient marketing and services provisioning, which will come under a single Cambridge brand, generating further financial synergies and member benefits.

About Empire

Empire Executive and Professional Registry's mission is to recognize successful individuals both nationally and internationally in multiple industries and professions by providing a forum for networking, consulting, exposure and credibility in the hopes of broadening the future success of its members. Empire boasts a base of over 100,000 members representing 99 career fields and

industries, hailing from Australia, Canada, New Zealand, the UK, the United States and many other countries around the world.

About Manchester

Manchester Who's Who among Executives and Professionals is dedicated to providing its members a worldwide networking forum where they can establish new client and business relationships, as well as career advancement within their company, industry or profession. Our company's goal is to deliver our members the recognition, support and credibility giving them the competitive edge needed to succeed. Manchester Who's Who has 100,000 active members. Our extensive membership base highlights executives and professionals in virtually every profession and industry.

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