



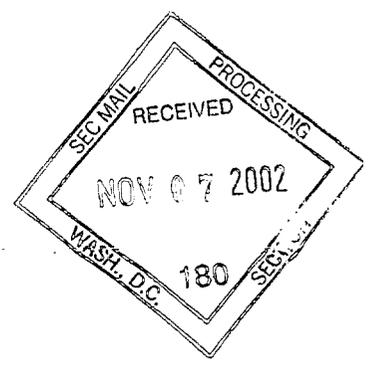
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Corporate Communications /
Investor Relations

Date October 31, 2002
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Subject **ADR file nr. 82-2876**

SUPPL



Dear Sirs,

Please find enclosed the following VNU press release

'Gerald Hobbs to leave Executive Board of VNU', dated October 31, 2002.

With kind regards,
VNU bv

Rob de Meel
Rob de Meel
Director

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Press release

ADR file number 82-2876

Date October 31, 2002

GERALD HOBBS TO LEAVE EXECUTIVE BOARD OF VNU

Haarlem, The Netherlands - Vice Chairman **G.S. Hobbs** will leave the Executive Board of VNU as of April 15, 2003 due to his reaching the retirement entitlement age. As from that date, the Executive Board shall comprise three members: R.F. van den Bergh (Chairman), M.P. Connors and F.J.G.M. Cremers. The intention is that Gerald Hobbs will become a member of the Board of Supervisory Directors of VNU, effective April 15, 2003, when the General Meeting of Shareholders is held.

Gerald Hobbs joined the company in 1994 upon the acquisition of BPI Communications, where he was CEO. Later that year, he became Chairman and CEO of VNU, Inc. in the United States. In 1998, he was appointed to the Executive Board, and subsequently became Vice Chairman in 2001.

Remarking about Hobbs' great contribution to VNU, Chairman Rob van den Bergh said: "Jerry Hobbs was instrumental in transforming VNU into the position of a global leader in business information. We look forward to continue to benefit from his keen knowledge of our business in the future."

VNU

VNU is one of the world's leading media and information companies. Its core activities are marketing information, media measurement & information, business information and directories. VNU is active in more than 100 countries, spread across all continents. The company employs approximately 38,000 people and has annual revenues of over EUR 4.3 billion.

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