

03 DEC 10 09:21

Securities & Exchange Commission  
Fifth Street, N.W., Judiciary Plaza 450  
20549 WASHINGTON DC  
U.S.A.

Corporate Communications /  
Investor Relations



03045251

SUPPL

Date December 8, 2003  
Direct phone +31 23 546 32 38  
Direct fax +31 23 546 39 12  
E-mail r.de.meel@hq.vnu.com  
Subject ADR file nr. 82-2876

Dear Sirs,

Please find enclosed a press release dated December 8, 2003:

**VNU TO SELL ITS CLARITAS EUROPE BUSINESS TO ACXIAM CORPORATION**

With kind regards,  
VNU bv



Rob de Meel  
SVP

PROCESSED

JAN 13 2004

THOMSON  
FINANCIAL



03 DEC 13 07:21

## Press release

Date

December 8, 2003

### **VNU TO SELL ITS CLARITAS EUROPE BUSINESS TO ACXIOM CORPORATION**

Haarlem, The Netherlands – VNU, a leading global information and media company, today announced it has signed an agreement to sell its Claritas Europe business to Acxiom Corporation for € 33.5 million. Closing is expected around year-end. With regards to this divestiture, a book loss of EUR 25-30 million is envisaged.

This sale results from the review previously announced on January 21st, 2003, in which VNU stated its intent to explore strategic options, including the possible sale, for its Claritas Europe business, as it operated with little synergy with the rest of VNU's Marketing Information business in the European marketplace.

Claritas Europe, employing approximately 550 people (FTEs), owns and operates the largest consumer lifestyle database in Europe, serving the direct marketing industry. It has nine offices in seven countries and is run independently from Claritas inc. in the USA, which remains part of VNU's Marketing Information group.

Trade Dimensions and Spectra Marketing Systems, both formally part of Claritas Europe, will remain part of VNU's Marketing Information, as their activities are closely aligned with VNU's mainstream marketing information businesses.

### **VNU**

VNU is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media measurement and information (Nielsen Media Research), business information (Billboard, The Hollywood Reporter, Computing, Intermediar) and directory publishing (Golden Pages).

VNU is active in more than 100 countries, with headquarters in Haarlem, The Netherlands and New York, USA. The company employs 38,000 people. Total revenues amounted to EUR 4.3 billion in 2002. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange. For more information, please visit the VNU website at [www.vnu.com](http://www.vnu.com)

Press contacts	Koen van Zijl	telephone	+ 31 23 546 39 35
Investor relations	Rob de Meel	telephone	+ 31 23 546 36 00