



**IMPORTANT NOTICE**

**Warehouse Trust Co LLC**

<b>TIW#:</b>	TIW#358
<b>Date:</b>	February 19 <sup>th</sup> , 2014
<b>To:</b>	Distribution
<b>From:</b>	Product Management
<b>Subject:</b>	Trade Information Warehouse Rename Event Processing for UNITED BUSINESS MEDIA

Please be advised that, as set forth in Section VII of the Trade Warehouse Appendix to The Warehouse Trust Company LLC Operating Procedures, it has been requested that the Trade Information Warehouse (“TIW”) create a Rename Event for UNITED BUSINESS MEDIA. This request has been made by Successor Query Working Group.

Following are the pertinent details of the rename event:

Senior Reference Obligation

Successor Event Name: UNITED FEB14  
Old Reference Entity: UNITED BUSINESS MEDIA  
New Reference Entity: UBMG HOLDINGS  
New RED: GPA77IAA3  
New Reference Entity ISIN : US911202AB50

Event Processing Start Date: February 26<sup>th</sup>, 2014  
Event Processing End Date: February 28<sup>th</sup>, 2014  
Adherence Method: Auto Auto adherence

Events that are set for Auto-Auto adherence will mean that the TIW will automatically adhere all transactions with the relevant reference entity name, regardless of the reference obligation used on that transaction.

If firms do not want transactions to be renamed in accordance with these events, firms must un-adhere those transactions. This un-adherence should be completed prior to February 26<sup>th</sup>, 2014, the Event Processing Start Date of these events. The TIW will only process Records that remain adhered by both parties. Additional information can be found in the Product Training and Support section of the TIW in a Self Study Guide: Practical Guide – Successor Events Processing.

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Any questions or comments regarding this notice or The Warehouse Trust Company LLC in general should be directed to your Client Account representative.