

Business Entity Service

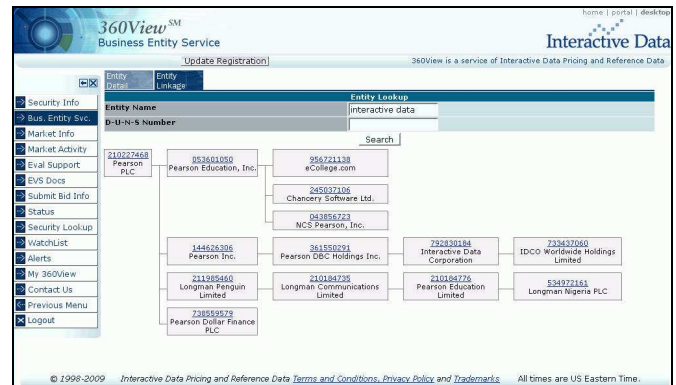
Interactive Data's Business Entity Service offers clients an indispensable tool to help them in their efforts to analyze risk from exposure to various entities, industries and regions, and meet regulatory and compliance mandates.

The service employs Interactive Data's vast reference data history, and delivery and support capabilities to provide comprehensive business entity information alongside security level reference data for U.S. and international equities and bonds; including corporate, government, and agency securities. The service is designed for use with industry standard identifiers (CUSIP®, SEDOL®, and ISIN) and is backed by Interactive Data's highly rated client service and sales support organization.

The Business Entity Service supplies robust entity level data that can help clients in their efforts to perform the following vital business functions:

- Calculate risk through exposure to a particular entity, industry or region
- Create a clear picture of the corporate hierarchy of an entity in order to understand the entity's capital structure and perform technical analysis
- Identify the risks associated with corporate events within the family tree of an entity
- Conduct pre- and post-trade analysis to help ensure compliance with internal and/or client-imposed restrictions on exposure to an entity, industry or region
- Aid in determinations and disclosures regarding "affiliated persons" as defined under the Investment Company Act of 1940.
- Assist with efforts under other regulatory and compliance mandates including BASEL II, UCITS III, EU Third Money Laundering Directive, MiFID, and the USA PATRIOT Act

Example of Parent/Child Tree



Business Entity Service

The Business Entity Service is the result of a strategic partnership with Dun & Bradstreet that leverages Interactive Data's broad reference data history with Dun & Bradstreet's Enterprise Risk Solution. The service offers information at the issuer, parent and ultimate parent levels for business entities that have issued U.S. or international equities or bonds, including:

- Entity Identifier/D-U-N-S® number
- Registered Name
- Trading Name
- Full Address information (street, city, state, country, postal code, etc.)
- Phone Number
- Web site
- Parent Entity Identifier
- Ultimate Parent Entity Identifier
- Aggregate Voting Rights
- Entity Debt & Long-term Debt Outstanding

Available Delivery Formats

The Business Entity Service is available through several of Interactive Data's existing delivery services including:

- 360ViewSM
- RemotePlusSM
- SIRSSM

Data Items Available

Entity Information	
D-U-N-S Number	792830184
Registered Name	Interactive Data Corporation
Common Name	
Street Address	32 Crosby Drive
City	Bedford
State/Province	MA
Postal Code	017301448
Country	US
Telephone	7816878500
Company Website	www.interactivedata.com
SIC	Security and commodity service (6289)
NAICS	Miscellaneous Financial Investment Activities (523999)
Information Last Updated	11 May 2010
Aggregate Voting Rights	95,128,000
Entity Total Debt	
Entity Long Term Debt	
Entity Debt Currency Code	
Entity Financials Report Date	

Parent Information		Ultimate Parent Information	
D-U-N-S Number	361550291	D-U-N-S Number	210227468
Name	Pearson DBC Holdings Inc.	Name	Pearson PLC
Street Address	1330 Avenue of the Americas Room 1600	Street Address	80 Strand
City	New York	City	London
State/Province	NY	State/Province	
Postal Code	100195436	Postal Code	WC2R 0RL
Country	US	Country	GB
Telephone	2126412408	Telephone	2070102000
Company Website	www.pearson.com	Company Website	www.pearson.com
Aggregate Voting Rights		Aggregate Voting Rights	811,561,193
Entity Total Debt		Entity Total Debt	2,008,000,000
Entity Long Term Debt		Entity Long Term Debt	1,934,000,000
Entity Debt Currency Code		Entity Debt Currency Code	GBP
Entity Financials Report Date		Entity Financials Report Date	31 Dec 2009

About Interactive Data

Interactive Data Corporation is a trusted leader in financial information. Thousands of financial institutions and active traders, as well as hundreds of software and service providers, subscribe to our fixed income evaluations, reference data, real-time market data, trading infrastructure services, fixed income analytics, desktop solutions and web-based solutions. Interactive Data's offerings support clients around the world with mission-critical functions, including portfolio valuation, regulatory compliance, risk management, electronic trading and wealth management. Interactive Data is headquartered in Bedford, Massachusetts and has over 2,400 employees in offices worldwide.

For more information, please visit www.interactivedata.com.

Interactive Data's Pricing and Reference Data business provides global securities pricing, evaluations and reference data designed to support financial institutions' and investment funds' pricing activities, securities operations, research and portfolio management. Interactive Data collects, edits, maintains and delivers data on more than 6 million securities, including daily evaluations for approximately 2.8 million fixed income and international equity issues. Interactive Data specializes in 'hard-to-get' information and evaluates many 'hard-to-value' instruments. Pricing, evaluations and reference data are provided in the U.S. through Interactive Data Pricing and Reference Data, Inc. and internationally through Interactive Data (Europe) Ltd. and Interactive Data (Australia) Pty Ltd.

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