

Nielsen Completes \$330 Million Private Placement

Date: 11/09/10

Cahill represented J.P. Morgan Securities as sole book-running manager in the Rule 144A/Reg S offering of \$330,000,000 7.75% Senior Notes due 2018 by Nielsen Finance LLC and Nielsen Finance Co. The proceeds will be used to redeem a portion of the issuers' 10% Senior Notes due 2014 and 9% Senior Notes due 2014 as well as to pay other obligations relating to such indebtedness. The Notes will trade interchangeably with the \$750 million aggregate principal amount of 7.75% Senior Notes due 2018 issued by Nielsen Finance LLC and Nielsen Finance Co. on October 12, 2010.

Related Link: [Nielsen Finance Completes \\$750,000,000 Private Placement](#)

Attorneys

- William M. Hartnett
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