



80 Pine Street, New York, NY 10005-1702 | 212.701.3000

cahill.com | New York | Washington D.C. | London

## Nielsen Finance Completes \$750,000,000 Private Placement

Date: 10/12/10

Cahill represented the Initial Purchasers including Deutsche Bank Securities Inc., Credit Suisse Securities (USA) LLC, J.P. Morgan Securities LLC and Morgan Stanley & Co. in Nielsen Finance LLC and Nielsen Finance Co.'s Rule 144A Offering comprised of \$750,000,000 of its 7-3/4% Senior Notes due 2018.

### Attorneys

- William M. Hartnett
- Douglas S. Horowitz
- John A. Tripodoro

CAHILL GORDON & REINDEL LLP