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Simpson Thacher Represents The Nielsen Company in Acquisition of NetRatings, Inc.

02.09.07



The firm represents The Nielsen Company (formerly VNU) in connection with its acquisition of the outstanding shares of NetRatings, Inc. (Nasdaq: NTRT) that it does not currently own. Nielsen, which already owns approximately 60 percent of NetRatings, has agreed to acquire the remaining NetRatings shares at a price of \$21.00 per share in cash, for a total purchase price of approximately \$327 million. The NetRatings board of directors approved the merger agreement following the unanimous recommendation and approval of an independent special committee. The transaction is subject to customary closing conditions and is expected to close in the second quarter of 2007.

The STB team working on the acquisition includes: John Finley, Peter Malloy, Edward Shen (M&A); Wonda Joseph (Employee Benefits); John Creed and Nancy Mehlman (Tax); Timothy Mulvihill (Environmental); Kerry Konrad and Jennifer Rackoff (Intellectual Property); and Michael Chepiga and Jonathan Youngwood (Litigation).

Team and Contacts

Timothy Mulvihill

Counsel

tmulvihill@stblaw.com

+1-212-455-2394

Nancy Mehlman

Partner

nmehlman@stblaw.com

+1-212-455-2328

Jonathan Youngwood

Partner

jyoungwood@stblaw.com

1-212-455-3539



