

The Special Relationship Club

Introducing **ei Atlantic** from Editorial Intelligence

www.editorialintelligence.com/eiatlantic

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As polls show* the 'Special Relationship' matters more than ever and as the US and UK share the world's largest foreign direct investment partnership (which sustains over 1 million US jobs alone), a new service launches for Americans wishing to tap into the UK pool of opinion formers from the best networked company in the UK.

"the best salon" – Nassim Nicholas Taleb

Editorial Intelligence (ei), the well connected UK-based networking business which provides a mixture of daily e-summaries of UK media, live UK events with prominent figures from across politics, business and media, and an unrivalled contact database of opinion formers, launches a new service on 12th October in New York: the ei network from the USA, **ei Atlantic**.

"ei makes me feel like I never leave the core of the great London media debate, even when I am on the road."

- Tom Glocer, Chief Executive, Thomson Reuters

Julia Hobsbawm, Chair of Editorial Intelligence, also a Founder member of 'Soho House' in the UK, member of the World Economic Forum's Global Forum on Informed Societies and described by BBC Radio 4 as 'the best connected person in Britain' says:

"We know the market for face-to-face networking has just opened up. We know that when American people in business come to London they want to tap into connections, meet people at cool events, and receive daily information from the UK by email which helps them keep up to speed with the landscape of opinion. **ei Atlantic** is a bespoke club for them".

"Intellectual Viagra" - Financial Times Magazine

Membership of the **ei Atlantic** club provides three things:

1. Weekday **ei Digest** email - the highly regarded capsule summary of the UK comment media in print and online
2. Access to over 25 **ei Club** events each year - London-based breakfasts, evening debates, suppers and symposia held in partnership with the likes of Microsoft, Barclays, Financial Times, BBC Global News, Coutts, and Vodafone. See www.editorialintelligence.com/club-events.htm
3. Bespoke contacts and ideas lists of key players in any given field – drawing on our unique '**Biography-base**' of over 20,000 UK opinion formers across politics/policy, culture/media & business.

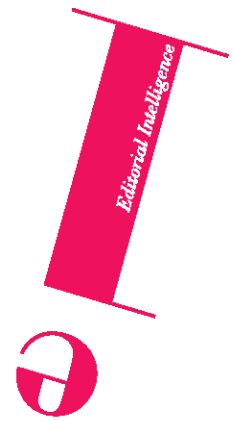
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Notes to Editors

1. Editorial Intelligence is a media, analysis and networking business which counts amongst its club members, speakers and subscribers captains of industry, politicians, media figures and senior players in business, academia, policy and communications.
2. In addition to its essential **ei Digest** of UK comment and opinion, it also runs the highly regarded **Comment Awards** (www.commentawards.com) and the annual thought leadership symposium described as 'Davos with Community Singing' by the British Historian Niall Ferguson, **Names Not Numbers** (www.namesnotnumbers.com).
3. **ei Atlantic** is being launched to coincide with an Editorial Intelligence event being held in New York on 12th October 2010 in partnership with the Financial Times and Edelman, to mark the publication of the 2010 report and 2011 symposium for www.namesnotnumbers.com. Speakers and contributors have included Rt Hon David Cameron MP, UK Prime Minister; Nobel Laureate Professor Joseph Stiglitz and singer and campaigner, Annie Lennox.
4. Speakers at the New York event are Gillian Tett, US Managing Editor of the FT (Chairing); Michael Wolff, Editorial Director, AdWeek Group, Contributing Editor, Vanity Fair and Founder, Newser; historian Simon Schama; Chris Anderson, Curator, TED; Howard Pulchin, Director of Insights, Edelman and entrepreneur Rob Kaufelt of Murray's Cheese.
5. *YouGov poll on the Special Relationship after the BP spill: http://today.yougov.co.uk/sites/today.yougov.co.uk/files/YG-Archives-Pol-YouGov-UK%2BUSA-180610_0.pdf; US Department of State: <http://www.state.gov/r/pa/ei/bgn/3846.htm#relations>

"Plugging into ei from anywhere in the world is an immediate insertion back into the heartbeat of UK opinion."

- Jessica Morris, Director, Our Cities Ourselves at the Institute for Transportation and Development Policy



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