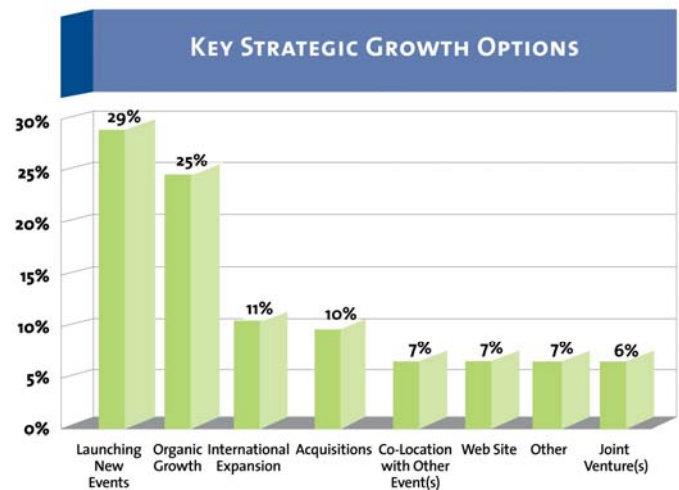


Event Industry CEOs Provide a Mixed Outlook for 2009

New York, NY February 9, 2009 – Without clear visibility on performance, following the severe economic downturn, event industry CEOs provided a mixed outlook for 2009, according to the 2009 Exhibition and Conference Industry Outlook (<http://www.jegi.com/files/docs/2009ExhibitionIndustryOutlook.pdf>). Conducted in December 2008, this confidential research survey provides an in-depth look at event industry CEO's key strategic goals and growth drivers, challenges and opportunities, and their view of the M&A market for events.

The survey was conducted by The Jordan, Edmiston Group, Inc. (JEGI) (www.jegi.com), the leading provider of independent investment banking services for the exhibitions and conferences sector, and Tradeshow Week (TSW) (www.tradeshowweek.com), a provider of exhibition industry news, analysis and research.

Even though event industry gross revenue increased 3.6% in 2008 (through November), according to TSW, the economic downturn has started to concern event industry CEOs. Only 7% predict that 2009 will be better than 2008, and 63% feel this year will be worse for their businesses. In 2009, CEOs will be primarily focused on managing costs, but over the next two years, event industry CEOs see the launching of new events as the number one driver of revenue growth.

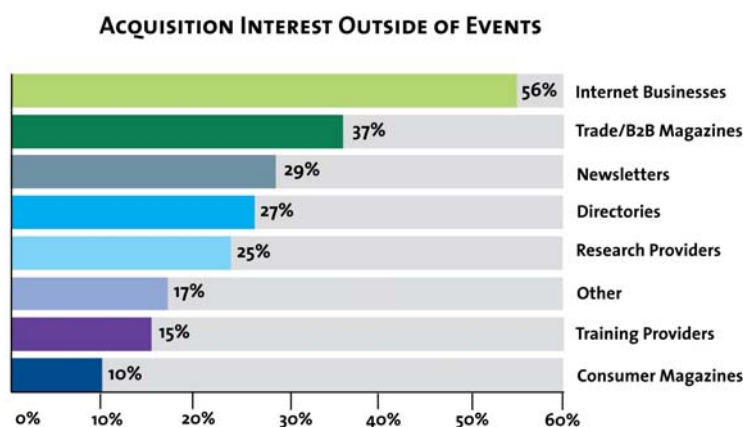


In regards to M&A opportunities, 63% of industry CEOs view the North American market as being "good". However, one recurring response among respondents was that they are having difficulty predicting future performance in the current economic environment and therefore, reconciling seller and buyer valuation expectations. As a result, 69% of respondents – potential buyers and sellers – said they are holding off on acquisitions until there is more visibility in business performance. However, as the economy begins to turn upward and visibility on performance becomes clearer, the gap in valuation expectations will narrow and the M&A market for events will become vibrant once again.

For those respondents interested in acquiring events in 2009, the focus is on mid-sized trade exhibitions, conferences, and association shows. Outside of events, 56% of respondents said they were most interested in acquiring Internet businesses to supplement their event business, further developing their web strategy and integrated media models.



EVENTS OF MOST INTEREST FOR ACQUISITIONS	
Mid-Sized Trade Exhibitions	44%
Conferences	32%
Association Shows	31%
Event Companies with a Global Presence	22%
Consumer Shows	18%
Event Companies with a North American Presence	18%
Large Trade Exhibitions	16%
Other	12%



This response is in line with the findings of JEGI's 2nd Annual Tradeshow Industry Web Site Awards & Survey Report (<http://www.jegi.com/files/docs/WebSurveyReport2008.pdf>) that was released in August 2008 and examined the industry's use of the web and digital media to extend relationships and drive ancillary revenue.

According to the results of the web survey, only 50% of respondents (event producers and senior industry executives) were using their web sites to drive ancillary revenue, and 33% acknowledged that there was more work to do to implement their online strategy. All event producers agree that it is important to extend their relationships beyond the event itself, and although only 6% of show revenue was generated via the web, event producers were looking to double that amount over the next three years. The sentiments of the respondents make a compelling case for industry CEOs to acquire Internet properties to help grow their online businesses, increase their presence on the web, extend their relationships with attendees, exhibitors, and sponsors beyond the show floor, and drive ancillary and show revenue.

In looking at 2009's challenges and opportunities, industry CEOs are most concerned about the overall economy and feel this is the biggest challenge to their businesses. In line with this concern, industry CEO's feel the other most significant challenges in 2009 are the travel and marketing budgets of attendees, exhibitors, and sponsors. According to one CEO, "Fear continues to drive clients to be highly cautionary."

Nevertheless, there are opportunities in a down market, with the top three being: adding value for exhibitors and sponsors; attendee promotion to attract new attendees and buyers; and adding new elements to events to keep them fresh. According to one CEO, "Adding value means increasing targeted attendance and giving those attendees the tools they need to connect with the right exhibitors."

About JEGI

JEGI (www.jegi.com) is the leading provider of independent investment banking services for the exhibitions and conferences sector. Since 2000, the firm has represented clients (major public corporations, private equity funds, associations, and entrepreneurial companies) in transactions involving the sale of over 1,000 events (B2B and B2C conferences and exhibitions, and associations shows).

JEGI has represented all of the major exhibition owners, including dmg world media, Nielsen Expositions, Reed Exhibitions, United Business Media, and many others. JEGI is active in supporting the event industry

through its involvement with the leading associations, research organizations, and projects, such as the CEIR Exhibition Industry Index, the SISO Tradeshow Web Site Project, and TSW Research.

For more information, contact Managing Director Richard Mead (richardm@jegi.com) or Vice President Adam Gross (adamg@jegi.com) both at 212-754-0710.

About Tradeshow Week

For over 35 years, Tradeshow Week's (www.tradeshowweek.com) mission has been to provide influential leaders and decision-makers in the global exhibition and convention center industry with timely news, analysis and research. Tradeshow Week seeks to engage opinion leaders and active members involved in all aspects of the exhibition industry through original stories and landmark research. Authoritative and research-driven, Tradeshow Week's diverse portfolio of resources – industry leading weekly newsmagazine, four annual directories, website, events and research services – demonstrate its commitment to the exhibition industry and to the individuals actively changing the industry today.

Tradeshow Week is a member of the Variety Group, the media and entertainment division of Reed Business Information. For more information, contact Michael Hughes, Associate Publisher & Director of Research Services, at 480-483-4471 or mhughes@reedbusiness.com.

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