



For Immediate Release

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George E. Fern Company Acquired by Wachovia Capital Partners

(Cincinnati, OH – September 21, 2005) George E. Fern Company (“Fern”) has been acquired by Wachovia Capital Partners, the private equity and mezzanine investing practice of Wachovia Corporation. The terms of the transaction were not announced.

Fern is a leading provider of products and services to tradeshow management companies and exhibitors. Headquartered in Cincinnati, OH, Fern has been in business since 1909 and is a leading provider in the regional convention market. Fern serves nearly 1,000 tradeshows annually.

“Fern is an outstanding brand, with a reputation for superior capabilities and excellent customer service,” said Art Roselle, a partner at Wachovia Capital Partners. “Fern will continue to operate independently under its own name. We look forward to working with our new colleagues at Fern and providing them with additional resources to help grow the company and offer greater career opportunities to the employees.”

Mike Cox, currently Fern’s National Sales Manager, will be promoted to General Manager of Fern. George Budig, Fern’s CEO, and Anthony Lestingi, Fern’s Senior Vice President, have agreed to serve as consultants to Fern to help ensure a smooth transition.

“We are excited about the opportunities, both professional and personal, that this transaction will bring Fern employees,” said Cox. “We look forward to a successful and seamless transition with the help of George Budig and Anthony Lestingi.”

The Jordan, Edmiston Group, Inc. represented George E. Fern in this transaction.

About Wachovia Capital Partners

Wachovia Capital Partners (www.wachoviacapitalpartners.com) is the private equity and mezzanine investing practice of Wachovia Corporation. Wachovia Capital Partners has invested over \$3.0 billion since its inception in 1988 and currently manages in excess of \$750 million of direct investments.

About The Jordan, Edmiston Group, Inc. (JEGI)

Founded in 1987, JEGI (www.jegi.com) is widely recognized for its leadership in middle-market merger and acquisition advisory services for the media and information industries. Leveraging the shared insights and wisdom gleaned from hundreds of transactions, JEGI has built a client base that ranges in size from the largest media and information

companies consolidating their portfolios to entrepreneurs selling their businesses or taking them to the next stage of development. JEGI's impeccable reputation reflects its knowledge and record of superior performance on behalf of its clients.

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