



CANON COMMUNICATIONS LLC

Editorial Contact:

Dan Cutrone

Tel: 310-445-4200

dan.cutrone@cancom.com

FOR IMMEDIATE RELEASE

Canon Communications Acquires Two German Trade Shows Focused on Automotive and Machine Construction Industries

*Expands its European market footprint for advanced, technology-based companies;
new Medipart trade fair to co-locate with acquisitions*

Los Angeles, CA (October 9, 2007) – Canon Communications, the leading publisher, trade show producer, and digital media company for the world's \$3 trillion advanced, technology-based manufacturing industry, today announced that it has acquired two leading trade shows in Germany, INTERPART and SURFACTS, as part of its expansion in the European market.

INTERPART is the leading trade show for manufacturers and subcontractors in the automotive, electronics, medical, and machine construction industries in Southern Germany while SURFACTS serves European companies providing mechanical, chemical, or thermal surface treatment, finishing technology, galvanizing technology or vacuum coating for a wide range of industries, including automotive and machine construction. The shows are co-located at Karlsruhe Exhibition Centre, in the heart of Germany's automotive and advanced manufacturing region.

Beginning in 2008, Canon will organize a new exhibition – Medipart – that will co-locate with INTERPART and SURFACTS and include more than 100 exhibitors presenting a wide range of precision metal components, sub-assemblies, and parts for the German medical device industry. Canon will aggressively promote Medipart to its database of over 50,000 medical decision makers in Germany, and in its *European Medical Device Manufacturer* and *Medical Device Technology* publications. Canon was the first major trade show operator to offer co-located shows, which allow exhibitors to take advantage of an expanded audience by placing several different shows at the same venue.

“This investment is part of Canon’s strategy of being the largest provider of trade show services to advanced, technology-based manufacturers in North America, Europe and Asia,” said Charles G. McCurdy, Canon’s Chairman and CEO. “We continue to see other acquisition opportunities in Europe,” he added. “However, we will also aggressively pursue organic growth in our European operations by creating new shows like Medipart and adding more co-located opportunities for our exhibitors and attendees.”



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“We are pleased to add these shows to the Canon family,” said Kevin O’Keefe, Senior Vice-President for Canon’s Events Division. “Together with our new Medipart show, INTERPART and SURFACTS expand Canon’s presence in Europe, building on the company’s existing market footprint with our MEDTEC exhibitions in Stuttgart, Germany, as well as in Ireland and the UK. We also recently added four new shows along side MEDTEC UK, creating the UK’s largest event for advanced manufacturing.”

"We are looking forward to having Canon Communications as a new international strategic partner for our technology based exhibitions," said Gerald Böse, CEO of Karlsruhe Exhibition Center. "This new alliance confirms our strategy to develop Karlsruhe as a center for specialized trade fairs which reflects the growing strength of our region within Europe."

About Canon Communications

Canon Communications LLC, a portfolio company of Apprise Media LLC, is the leading publisher, trade show producer, and digital media company for the world’s \$3 trillion advanced, technology-based manufacturing industry, including medical device, packaging, design engineering, process technology, automated assembly, electronics, quality control, and plastics processing.

The company produces trade shows for both U.S. and international markets, including: Medical Design & Manufacturing (MD&M), MEDTEC, and BIOMEDevice; WestPack, EastPack, SouthPack, and MidPak; Atlantic Design & Manufacturing, Pacific Design & Manufacturing, Design & Manufacturing South, and Green Manufacturing Expo; Quality Expo and Quality Expo Detroit; Powder & Bulk Solids, PTX (Process Technology Expo), ChemProcess, PharmaProcess, and ProcessPack; Assembly New England, Assembly Technology Expo, and Automation Technology Expo (ATX); National Manufacturing Week, Advanced Manufacturing Exposition (AM Expo), and OEM New England; PLASTEC; NEPCON, Electronics Assembly Show (EAS), and Electronics West; IPOT, MTEC, Practical Vacuum, and Machine Building, Drives & Automation.

Canon’s expanding array of magazine titles includes *MD&DI (Medical Device & Diagnostic Industry)*, *Medical Product Manufacturing News*, *Medical Electronics Manufacturing*, *European Medical Device Manufacturer*, *Medical Device Technology (UK)*, *China Medical Device Manufacturer*, *IVD Technology*, *MX*, *Pharmaceutical & Medical Packaging News*, *Med Ad News*, *R&D Directions*, *Nutritional Outlook*, *Cosmetic/Personal Care Packaging*, *Injection Molding Magazine*, *Modern Plastics Worldwide*, *Powder/Bulk Solids* and *Appliance*. Digital media include the medical device design and engineering portal, Medical Device Link; the online magazine, *Advanced Design & Manufacturing (AD&M)*; and 50 branded e-newsletters and e-publications.

Further information about Canon’s business-to-business publications, trade shows, and digital media, is available at www.cancom.com.



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About Apprise Media

Established in 2004 by Charles G. McCurdy, Apprise Media LLC is a leading private equity investor with an exclusive focus on niche media and information companies. Apprise currently operates two strategic platforms: Canon Communications LLC (www.cancom.com), the leading provider of events, publications, and online media for the world's \$3 trillion advanced, technology-based manufacturing industry, and Apprise Enthusiast Media LLC, which serves a variety of attractive consumer niche markets through Beckett Media LP (www.beckett.com) and APG Media (www.apg-media.com). For more information, please go to www.apprisemedia.com.

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