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**Canon Communications' New Event for the
Orthopaedic Manufacturing Market Sells Out in Twelve Weeks**

100 leading industry suppliers already on board for OrthoTec exposition

Los Angeles, CA (October 13, 2009) – Canon Communications today announced that its new industry event for the nation's orthopaedic manufacturers has received the enthusiastic support of suppliers who are eager to increase market share in this dynamic growth sector. In fact, shortly after the company announced the OrthoTec Exposition & Conference, to be held May 12-13, 2010 at the Orthopaedic Capital Center at Grace College in Winona Lake (Warsaw), Indiana, exhibitor demand required that the event's floor plan be redrawn to accommodate more suppliers. Now Canon is exploring plans to expand the exhibition through the use of a temporary structure to accommodate the show's growing waiting list of exhibitors.

OrthoTec is ideally positioned in the geographic epicenter of orthopaedic manufacturing, an area that is home to three of the world's largest producers—Zimmer, Depuy Orthopaedics, and Biomet—as well as major tier one suppliers including Symmetry Medical and Paragon Medical. The event is expected to attract hundreds of design and manufacturing decision-makers from these local companies, from industry leader Stryker's worldwide headquarters in nearby Kalamazoo, Michigan, and from orthopaedic device manufacturers across the U.S.

Canon has been very careful to build strongly focused exhibition and conference content for OrthoTec. "Our focus from an exhibition perspective has been to ensure that the array of products and services on the exhibition floor is both relevant to orthopaedic manufacturers and comprehensive in its range and scope," said Joshua Dome, the company's Director of Sales. "The right suppliers, combined with the very highest quality conference content, anchor this unique industry event that serves the whole country and is positioned in the orthopaedic capital of the world. The temporary structure being considered will only be able to accommodate another 50 to 60 companies which will not satisfy demand, but it will allow more key orthopaedic suppliers to join the event and expand the technologies being presented on the show floor."

The genesis of the Orthopaedic Capital Center at Grace College was a meeting attended by the chief executive officers of Biomet, DePuy Orthopaedics, and Zimmer, to discuss the possibility of establishing a major event center that would benefit the Warsaw–Winona Lake community. Since then they, along with Symmetry and Paragon, have contributed \$3.25 million toward the Center's \$9.1-million cost.

“Because we are pulling out all of the stops on the OrthoTec pre-show promotional campaign, we fully expect strong attendance from both the immediate region and across the country,” said Dan Cutrone, Canon’s Director of Marketing. “This being the case, we really need to position as many of our key suppliers as possible in this event. Let’s face it, the orthopaedics market is booming and we want to help our exhibiting customers take advantage of this sector’s success.”

About Canon Communications

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