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MEDIA RELEASE

68-72 Lilyfield Road
Rozelle NSW 2039 Australia
T +61 2 9556 7999
F +61 2 9556 7979
W www.etf.com.au

Exhibitions and Trade Fairs Pty Ltd
ABN 72 101 130 527

EXHIBITIONS & TRADE FAIRS (ETF) ACQUIRES 9 EXHIBITIONS

Exhibitions and Trade Fairs (ETF) has announced that it has entered into agreements to acquire nine trade exhibitions in Australia and the United Kingdom, expanding its exhibitions services.

The nine acquired trade exhibitions are:

- RSVP Exhibition (events industry exhibition) - four annual events in Sydney, Melbourne, London and *Manchester (**50% acquisition only*)
- Matex Exhibition (materials handling exhibition) - one annual event in Sydney
- Landscape Expo & Conference (landscape industry exhibition) – three annual events in Sydney, Melbourne and Brisbane
- Australian Events Expo (events industry exhibition) - one annual event in Sydney

Matthew Walton General Manager of ETF said that it would be business as usual for exhibitors, venues and key suppliers involved with the newly acquired exhibitions.

“The acquisition of the exhibitions is integral to ETF’s growth strategy. The exhibitions we have acquired are leaders in their respective industry and we look forward to further developing and promoting them to increase visitor and exhibitor participation.”

The acquisitions bring to 26 the number of trade shows and consumer exhibitions under ETF management. Others include The Australian International Motorshow, The Australian Motorcycle Expos (Melbourne, Brisbane), AUSPACK and the National Tradesman’s Expos. ETF has also been re-appointed to manage the prestigious Liquefied Natural Gas exhibition in Algiers in 2010.

RSVP

The RSVP exhibitions have been acquired from Single Market Events (SME) in the UK. Under the terms of the agreement ETF will have full ownership rights to three RSVP trade exhibitions held annually in Sydney, Melbourne and London, and 50 per cent ownership of RSVP Manchester.

The Sydney and London RSVP Exhibitions are well established and recognised as the leading events for event and function organisers in their countries. Both Melbourne and Manchester exhibitions launched in 2007 to very receptive audiences.

RSVP’s Australian based team will join ETF in Melbourne and Sydney whilst in the UK, SME will continue to manage the London and Manchester exhibitions under contract to ETF. In association with SME, ETF will realise opportunities for RSVP in new markets in coming years as well as collaboration on other future exhibitions.

Matex Exhibition and Landscape Expo & Conference

The Matex and Landscape Exhibitions will be acquired from Exhibitions Pty Limited. Matex is focused on the materials and materials handling industries, which is in a related industry to ETF's existing Auspack exhibition.

Landscape Expo & Conference: growth into Melbourne and Brisbane

The Landscape Expo and Conference focuses on landscaping supplies, equipment and techniques. It has generated considerable growth and interest since its inception resulting in a Melbourne event in 2007 and the launch of an inaugural Brisbane event in May 2008.

EPL's current staff will move across to ETF to assist with the transition of the Matex and Landscape Expos and to maintain relationships with exhibitors, venues and key suppliers and to continue to develop promotional activities for the exhibitions.

Australian Events Expo

The Australian Events Expo will be purchased from Sydney Convention and Visitors Bureau Limited (SCVB). This event has been managed by ETF in 2006 and 2007 under a management contract on behalf of SCVB.

AEE has been running for nearly fifteen years, initially as the Ideas Fair and then Sydney on Sale. The Expo was re-launched in 2006 as the Australian Events Expo with the first show held in 2007. It is an annual trade exhibition for decision makers and planners across the range of corporate, incentive, meetings, conference, community and special events industries.

Media Contacts: ETF: Matthew Walton: (02) 9556 7997 | Maria Benedetti (0418) 668 517