



E. J. KRAUSE &
ASSOCIATES, INC.

EXPO COMM™

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FOR IMMEDIATE RELEASE:

E.J. KRAUSE & ASSOCIATES AND REED EXHIBITIONS MAKE STRATEGIC DECISION TO GO SEPARATE WAYS

(BETHESDA, MD May 24th 2010) — Reed Exhibitions and E.J. Krause & Associates announced today that E.J. Krause & Associates, Inc. has acquired Reed's 50% interest in the joint venture "**EXPOCOMM Events LLC**". **EXPOCOMM Events LLC** who organizes the **EXPO COMM** series of technology shows around the world is now wholly owned by EJK. Reed Exhibitions has, however, retain the events it organizes in Argentina and Austria and will continue to organize these events. EJK will continue to organize all other global events run by the **EXPOCOMM Events LLC**, such as **PT/EXPO COMM China**, Asia's largest telecommunications event. Both companies will now pursue their own direction and strategies in the telecoms, ICT and mobile sector.

Mike Rusbridge, CEO of Reed Exhibitions said, "*We have had a long and fruitful relationship with E.J. Krause, however, both of us feel now is the right time to pursue our own strategies to develop the market*". Edward J. (Ned) Krause, President and CEO of E.J. Krause & Associates said, "*We have both enjoyed and benefited from our long standing relationship for the past 11 years but now is the time to change our business model in the rapidly changing technology industry*".

For more information please contact:

Reed Exhibitions – John Kellagher

E.J. Krause & Associates – Ned Krause

Notes for editors

ABOUT REED EXHIBITIONS

*Reed Exhibitions is the world's leading events organizer, with over 440 events in 36 countries. In 2009 Reed brought together over six million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 35 fully staffed offices. Its portfolio of over 440 events serves 44 industry sectors. **For additional information:** www.reedexpo.com*

ABOUT E.J. KRAUSE & ASSOCIATES, INC.

*Founded in 1984, E.J. Krause & Associates, Inc. (EJK) is one of the largest privately owned exhibition management companies in the United States. Headquartered in Bethesda, Maryland, EJK has 11 offices across four continents including México City, Beijing, Hong Kong, Düsseldorf, Paris, Tokyo, Moscow, Seoul, Madrid, and Washington, DC. As a worldwide trade show and conference organizer, EJK produces over 60 events in 16 different industries. **For additional information:** www.ejkrause.com*