



CANON COMMUNICATIONS LLC

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FOR IMMEDIATE RELEASE

Canon Communications Successfully Launches New Medical Design and Manufacturing Trade Show in France

Entry of MEDTEC France follows the debut of MEDTEC Japan by just two weeks; underscores ongoing strength in the global medical technology sector

Los Angeles, CA (April 30, 2009) – Canon Communications today announced that its first-ever MEDTEC France show brought together nearly 3,000 visitors and 227 exhibiting companies on April 22-23 at the Micropolis Exhibition Center in Besançon. The show follows by just two weeks the successful launch of MEDTEC Japan in Yokohama, and joins Canon's roster of 60 trade shows in seven countries around the world.

“Even in the currently uncertain economy, the global medical technology sector remains strong, and we are the leading business-to-business media provider in it,” said Charles G. McCurdy, Chairman and CEO of Canon Communications. “Our unique blend of trade shows, publications, electronic media and data base resources have enabled us to establish both MEDTEC and, in the U.S., MD&M, as the strongest brands in global trade shows serving the needs of medical manufacturers.”

Canon now produces 12 medical design and manufacturing shows around the world that attract over 5,000 exhibitors and occupy nearly one million net square feet of exhibit space, including MEDTEC-branded shows in France, Japan, Germany, the U.K., Ireland, and China.

“Our participation at MEDTEC in Besançon was a full success and beyond all expectations,” said a company spokesperson for Irish injection molding company Protek Medical Ltd. “Many contacts have been made and the French customers appreciated finding a supplier with such a wide range of offerings. Protek Medical immediately decided to renew its booth for MEDTEC in 2010.”

Exhibitor and visitor reaction to MEDTEC France has been so universally positive that Canon expects the next edition—scheduled for April 21-22, 2010—to significantly increase in size to 300 exhibitors. “France is Europe's second-largest producer of medical devices,” said Kevin O'Keefe, Senior Vice-President of Canon's events division. “Its sheer size warrants a dedicated



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show, and MEDTEC France also strengthens our portfolio of events that comprehensively serve the European market.”

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 €2 trillion advanced, technology-based manufacturing industry, including medical device, packaging, design engineering, process technology, automated assembly, electronics, quality control, and plastics processing.

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

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