



## CANON COMMUNICATIONS LLC

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**FOR IMMEDIATE RELEASE**

**Despite Global Economic Woes, Canon Communications Reports Increase in Attendance at Major European Medical Manufacturing Trade Show**

*MEDTEC Europe's results provide evidence of strength in key segment of the €2 trillion advanced, technology-based manufacturing industry*

Maidstone, UK (9 March 2009) – Continuing to defy experts who have predicted tough times for trade show organizers in the current global economic downturn, Canon Communications today announced that its just completed MEDTEC Europe show in Stuttgart, Germany has again posted an impressive attendance gain at one of its core medical manufacturing trade shows. Preliminary end-of-show reports indicate a 20% increase in attendance to more than 11,000 industry professionals along with a renewal rate in excess of 80% for MEDTEC Europe 2010. This follows by less than a month very strong results at the company's Medical Design & Manufacturing (MD&M) West show in the Anaheim, California.

“We’re seeing a pattern emerging of a strong sector in the U.S. and Europe despite the doom and gloom in the business and financial media,” said Charles G. McCurdy, Chairman and CEO of Canon Communications. “Early indications show a positive outlook for new 2009 MEDTEC Japan and MEDTEC France shows on April 7 & 8 and April 22 & 23, respectively. We draw two conclusions from this pattern. First, that the medical technology sector globally remains strong and, second, that trade shows retain their importance as a marketing tool that puts suppliers face-to-face with their customers on a time- and cost-effective basis.”

**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](http://www.cancom.com).

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