



The Association of Business Media Companies

PRESS RELEASE

ABM'S TRADE SHOW REPORTING SHOWS 2Q GROWTH

Figures show moderate second quarter growth in revenue

NEW YORK, September , 2005—The Business Information Network for Trade Show activity (T-BIN) second quarter figures for 2005 illustrate a 2.1% increase in revenue over the same period 2004. Revenue for the first six months of 2005 was up 3.6% over the same period last year. Although attendance was flat at 0.6% the second quarter of 2005, the first half of the year posted a 2.4% increase in attendance over the first half of 2004.

“Though there is a slight slowdown in attendance,” said Gordon T. Hughes, II, president and CEO of American Business Media. “The overall in-person revenue picture remains positive.”

Net square footage for the first half of 2005 grew 2.8% over net square footage 2004.

Revenue for print advertising was up 2.11% for the first six months of 2005. Combined trade shows/exhibitions, and print revenue accounted for approximately \$10.55 billion in total for the first half of the year, signaling an overall increase of 3.6% above the first half of 2004.

T-BIN includes the latest data available on revenue and attendance figures for the tradeshow/exhibitions aspect of business-to-business. The Center for Exhibition Industry Research (CEIR) aggregates trade show figures. In January 2005, American Business Media augmented its reporting model for magazine advertising sales in industry markets, as relayed through BIN, by examining 22 markets comprised of all business-to-business books tracked by IMS/The Auditor, and PERQ/HCI for healthcare figures.

Founded in 1906, American Business Media is the industry association for b-to-b information providers. Its 260-plus member companies reach an audience of more than 90 million and produce about 5000 print and online titles and 850 trade shows.

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