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CMP Technology's RFID World 2008 to Take Place September 8-10, 2008 in Las Vegas. Event will Co-locate with Interop in 2009 and 2010

CMP Technology increases investment in RFID sector

MANHASSET, N.Y., July 31, 2007—CMP Technology today announced plans to move its RFID World 2008 event to September 8 to 10, 2008 at the MGM Grand Hotel in Las Vegas, NV. RFID World (www.rfid-world.com) is the leading tradeshow/conference focused on the radio frequency identification (RFID) sector.

Additionally, demonstrating its long-term commitment to driving the adoption of RFID technology, CMP also announced that in 2009 and 2010 the RFID World event will co-locate with Interop, the leading global event for the business technology marketplace. Interop 2009 will be held from May 17-22, 2009 and is expected to draw in over 25,000 attendees and more than 700 exhibitors.

“The RFID sector has seen tremendous change over the last few years. As this technology moves to the mainstream, strong growth in the segment is expected in 2008 and beyond,” said Robert Keenan, director of RFID World. “The move to Las Vegas in 2008 and the co-location with Interop in 2009 and 2010 will positively affect our customers, the industry and the event.”

CMP is also making a substantial investment commitment to RFID World that will actively develop a broader and more responsive business audience for the event—both in the US and internationally—by launching a series of Web initiatives surrounding the RFID space and increased coverage of RFID technologies in leading CMP brands including Information Week, CRN and EE Times. At the same time, CMP will look to grow the RFID Excellence in Business Awards, which showcases business and technology innovations in the RFID sector.

“We are excited about the co-location with Interop for several reasons,” Keenan said. “Interoperability is becoming a huge concern for business considering or using RFID technologies. Bringing the RFID audience together with Interop's broad-based business technology audience can only hasten the pace at which RFID technology grows. In addition, co-locating with Interop will provide our exhibitors and sponsors access to a larger audience of C-level executives and system integrators.”

“RFID technologies are a key component of business technology solutions,” said Lenny Heymann, Interop General Manager. “Collocating RFID World at Interop provides our attendees with additional access to the latest technologies and continues Interop's goal of growing and evolving the trillion dollar business technology market.”

As part of the agreement with Interop, RFID World will maintain a distinct presence, maintaining its own registration, show floor and attendee base. Both organizations will

jointly work on event promotion, program development and on co-locating RFID education at additional Interop events in the US and globally.

About RFID World

RFID World is the leading producer of tradeshows/conferences for the radio frequency identification (RFID) sector. Launched in 2003, RFID World provides C-level executives and system integrators with RFID solutions to the pressing application challenges faced by businesses today. RFID World also co-sponsors the RFID Excellence in Business Awards with RFID Revolution (www.rfid-revolution.com).

Part of CMP Technology's family of global properties, RFID is aimed at C-level executives and system integrators with real solutions to the pressing RFID challenges faced by businesses today. RFID World, in conjunction with RFID Revolution, is also the co-sponsor of the RFID Excellence in Business Awards, which honors business and technology innovations in the RFID sector. For more information on RFID World or the RFID Excellence in Business Awards, visit <http://www.rfid-world.com>.

About Interop®

Interop® drives the adoption of technology, providing knowledge and insight to help IT and corporate decision-makers achieve business success. Part of CMP Technology's family of global brands, Interop is the leading business technology event series. Through in-depth educational programs, workshops, real-world demonstrations and live technology implementations in its unique InteropNet and InteropLabs programs, Interop provides the forum for the most powerful innovations and solutions the industry has to offer. For more information about these events, visit www.interop.com.

About CMP Technology

CMP Technology (<http://www.cmp.com>) is a marketing solutions company serving the technology industry. Through its market-leading portfolio of trusted information brands, CMP has earned the confidence of more technology professionals than any other media company. As a result, CMP is the premier provider of access, insight and actionable programs designed to connect sellers and buyers in ways that yield superior return on investment. CMP Technology is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion.

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