



News Release

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Nielsen Business Media Names Kevin Bird Group Show Director of Medtrade Events

ATLANTA—June 22, 2007— Nielsen Business Media, a division of The Nielsen Company, today announced the promotion of Kevin Bird to Group Show Director – Healthcare. In this role, Bird will be responsible for the operations of the Medtrade and Medtrade Spring events.

Bird has worked with the Medtrade events since 2000 in various positions, most recently as national sales director. In this role, he led sales overall sales efforts and serviced key accounts. As Group Show Director, he will oversee strategic initiatives to ensure a solid return on investment for attendees and exhibitors. Elizabeth Sommerville, current Group Show Director, will join the company's Hospitality Design division retaining the same title.

"Kevin's knowledge of the home medical equipment industry and his experience with the Medtrade events will be extremely valuable as we continue to offer innovative methods of connecting the buyers and sellers of HME products and services," says Joe Randall, Senior Vice President, Nielsen Business Media. "We are fortunate to have him assume this role and I am looking forward to the positive effects his leadership and creative approach will offer our attendees and exhibitors."

Medtrade 2007 will take place Oct. 2 – 4, 2007, at the Orange County Convention Center in Orlando, Fla. For more information about the event, please visit www.medtrade.com or call (800) 933-8735.

Medtrade and Medtrade Spring are produced by Nielsen Business Media. Nielsen Business Media is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently.

Serving seven major market groups, and 30 industries, spanning the entertainment, media and marketing, retail, travel and performance, design, and life sciences industries, Nielsen Business Media provides business-to-business products and services in print, online and in person. With 42 publications, over 60 trade shows and 185 digital products and services, Nielsen Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve their customers and grow their businesses. For more information, please visit, www.nielsen.com.

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