



News Release

FOR IMMEDIATE RELEASE

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Medtrade Producer Supports HME Industry, American Association for Homecare Legislative Efforts

ATLANTA—April 25, 2008—Nielsen Business Media, producer of Medtrade and Medtrade Spring, announced today it will be a key sponsor of two important industry events. Nielsen Business Media will be a Gold Sponsor of the American Association for Homecare's Stand Up for Homecare reception that will take place Tuesday, May 6 at the Hyatt Regency in Long Beach, Calif. in conjunction with Medtrade Spring 2008. The company will also sponsor a continental breakfast for attendees at the American Association for Homecare's Legislative Fly-in on May 21 in Washington, D.C.

"Medtrade has always been a financial supporter of the industry through its partnership with the American Association for Homecare and many initiatives at the shows," says Joe Randall, senior vice president, Nielsen Business Media. "It is important in this time of uncertainty that we, as the Nielsen Company, take an even larger role."

"The American Association for Homecare and the entire HME industry appreciate Medtrade stepping up and supporting the two upcoming events the Association is spearheading," says Tyler J. Wilson, president, American Association for Homecare. "The Stand Up for Homecare fundraiser event in Long Beach and the Washington, D.C. Fly-in on competitive bidding are both efforts by AAHomecare to address situations in our industry that need urgent attention. The fact that Medtrade is contributing to each event is evidence that they are standing side-by-side with companies that for so long have supported Medtrade."

Medtrade Spring 2008 will be held May 6 – 8 in Long Beach, Calif. For more information about the event, please visit www.medtrade.com or call (800) 933-8735. For more information on the Stand Up for Homecare reception and the Legislative Fly-in, visit www.aahomecare.org.

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.

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Nielsen Business Media's upcoming healthcare events include Medtrade 2008, which will take place October 28 – 30, 2008 in Atlanta, and Medtrade Spring 2009, which is scheduled for March 24 – 26, 2009 in Las Vegas.

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EDITOR'S NOTE: To obtain additional information or to arrange an interview, please contact Denise McClinton at (254) 772-2941 or dmcclinton@hot.rr.com.