

**Nielsen Business Media Names Kevin Gaffney
Show Director for Medtrade and Medtrade Spring**

Also, Tad Monroe Promoted to Sales Manager for Medtrade Shows

Alpharetta, GA (June 9, 2008) – Nielsen Business Media today announced it has appointed Kevin Gaffney to the position of Show Director for the Medtrade and Medtrade Spring trade shows. In his new role, effective June 25, Gaffney will be responsible for managing all day-to-day operations of the trade shows, working to ensure the business needs of show partners, attendees and exhibitors are met. In addition, Tad Monroe has been promoted to Sales Manager for the two shows. Joe Randall, Senior Vice President of Nielsen Business Media's Building & Design Group, which includes Medtrade, made the announcements.

"We couldn't be more thrilled with the addition of Kevin to the Medtrade team," said Randall. "Kevin is a consummate trade show professional with expertise in managing association relationships. His strong business sense and leadership experience will be great assets in directing day-to-day efforts for the Medtrade shows and the home healthcare industry overall.

"I am also pleased to have Tad take on an expanded role as Sales Manager for Medtrade," Randall added. "He has been an integral part of the growth of the shows and I know he will have continued success in his new position."

Prior to joining Nielsen, Gaffney was an Account Executive for the Kellen Company, a premier association management company. While at Kellen, Gaffney served as Associate Director for the Research Chefs Association in Atlanta, where he was responsible for the day-to-day operation of the 2,500 member association. In that position, Gaffney increased sponsorship revenue by 46% and developed a comprehensive membership recruitment and retention plan. Additionally, he also served as Director of Sales & Marketing for the Exhibit Designers & Producers Association. Before that, Gaffney was Manager, Marketing & Expositions for ASME International Gas Turbine Institute, where he directed marketing, sales and operations for the institute's trade shows. Gaffney was also Marketing Manager of Tradeshows, Meetings & Project Management for Interland, Inc., producing 10 successful major events. He is a member of the International Association of Exposition Managers, sits on the board of the Atlanta/Southeast Chapter, and is currently Chairman of the Continuing Education Program. He has been a Certified Exposition Manager since 2006. Gaffney also serves on the Industry Advisory Board for the Cecil B. Day School of Hospitality at Georgia State University.

Tad Monroe has been with Nielsen since 2004 having joined the company as a Senior Account Executive. Prior to that he was a Sales Manager with the Atlanta Convention & Visitors Bureau. Monroe also held sales positions with Starwood Hotels & Resorts and Hyatt Hotels & Resorts. He has been a Certified Meeting Professional since 2001.

About Medtrade

Medtrade has become the largest international trade show dedicated to the home healthcare. The two industry leading events – Medtrade and Medtrade Spring draw over 25,000 industry professionals from across the United States and around the world. The tradeshows provide revolutionary products, trends and education that are the building blocks of success in home healthcare. Whether you are a home medical equipment, rehab or respiratory provider, in home health or home infusion, a pharmacy or a professional in a specialty therapy, Medtrade offers attendees, exhibitors and sponsors the largest show with the greatest industry participation and most networking opportunities available. Medtrade and Medtrade Spring are produced by Nielsen Business Media, a part of The Nielsen Company, a global information and media company.