

exhibitions&eventsaustralia

Media Release September 2013

Exhibitions and Events Australia Pty Ltd confirms Perth Home Shows and Everywoman Expo Acquisition

Exhibitions and Events Australia Pty Ltd (EEA) today confirmed it has acquired from Exhibit Exhibitions and Publishing Pty Ltd *the Smart Ideas Home Show, Better Living Home Show, Fresh Start Home Show and the EveryWoman Expo*. The ownership change will take effect on 31 October 2013.

"EEA is perfectly placed to take over and grow this portfolio of Shows. I am very excited about the change and the benefits for exhibitors. EEA will bring both experience and strength to its Perth events. As Australia's largest organiser of Home Shows and Women's Lifestyle Events, their portfolio includes Australia's three largest home shows: the Melbourne HIA Home Show, the Sydney HIA Home Show and the Herald Sun Home. It also owns The Sunday Mail and The Courier-Mail home shows in Brisbane, three home shows in New Zealand and the six Australian Mind Body Spirit Festivals. We are confident they will do a great job with these events", said Peter Versluis, Managing Director of Exhibit Exhibitions and Publishing Pty Ltd.

"EEA is a well-respected and highly experienced event organiser with a long history of achieving success for exhibitors. We are looking forward to working with the all event stakeholders to ensure that these Perth events will continue to grow and prosper. We are positive of a smooth transition and maintaining the Show's highly regarded status in the market place", concluded Jane Ford, Managing Director of EEA.

The purchase of these Events sees EEA become Australia's leading organiser of consumer events. This acquisition forms part of the company's strategy to diversify its product mix and increase its national reach.

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About EEA

Exhibitions and Events Australia Pty Ltd (EEA) develops many of Australia's best consumer exhibitions. The focus of EEA is to stage excellent events which meet both industry and client needs. EEA's committed and passionate team understands the importance of identifying and meeting customer expectations, and so tailors solutions to ensure each client has a rewarding exhibition experience.

Exhibitions and Events Australia is renowned for its innovative, exciting events and offering true return on investment.

The company's portfolio consists of Australia's largest home shows: the Melbourne HIA Home Show, the Sydney HIA Home Show, the Herald Sun Home Show (also in Melbourne) the Brisbane Courier-Mail Home Show and the Brisbane Sunday Mail Home Show. In addition, EEA owns six Mind Body Spirit Festivals staged in Melbourne, Sydney, Brisbane and Adelaide.

The company also has interests in New Zealand, with Exhibitions and Events New Zealand Limited organising the iconic Auckland Home Show and two Christchurch Home Shows.