



ISPO CHINA EXCEEDS EXPECTATIONS OF WINTER SPORTS COMMUNITY

More than 11,000 Attend Fourth Annual International Trade Show for Sports, Fashion and Lifestyle Brands, Setting New Visitor Record

SAN JUAN CAPISTRANO, CALIF. (March 18, 2008) – The fourth annual and most successful ispo china exposition to date took place February 24-26, 2008, at the China International Exhibition Center in Beijing. The show hosted a record number of attendees and 329 brands from 21 countries, including major U.S. brands that took a leading role at the show. The 2008 ispo china show, organized by Messe Muenchen International (MMI), was also the first supported by Nielsen Business Media (NBM), producer of the Outdoor Retailer, Action Sports Retailer, Interbike and Health + Fitness Business trade shows. Nielsen was responsible for all North American sales and marketing efforts of MMI's ispo china.

“Nielsen Business Media’s relationship with Messe Munich has been a great opportunity to promote the presence of U.S. brands and business groups at ispo china and the importance of this market for the outdoor and action sports industries,” said Joe Flynn, vice president and general manager of Nielsen Business Media’s Sports Group. “ispo china 2008 firmly established itself as the leading event in Asia for winter sports and is sure to continue to grow in 2009. It is absolutely the best opportunity for brands interested in joining this explosive market.”

U.S. brands were front and center at ispo china 2008, including exhibitors Burton, Gore-Tex, Quiksilver, Teva and Vasque. In addition, Gore-Tex supported the China Outdoor Retailing Conference before the opening day of the show, which was attended by more than 200 Chinese retailers. The Quiksilver Nightrail Session was also a highly successful event that represented China’s growing snowboarding scene, with local and international snowboarders competing before large crowds at the Nanshan ski resort and the Nokia Nanshan Mellow Park outside Beijing.

-more-

ispo china Sets Positive Tone for Outdoor Community

"As one of the exhibitors who has participated in all four ispo china shows, we have witnessed its continued development as the show has proven its status as the leading trade event within the Chinese ski and outdoor industry," said Samuel Chong, marketing director, Asia-Pacific Region, Gore-Tex. "Based on a win-win foundation, we are happy to continue the relationship with ispo china as a strategic partner and to service the quickly developing industry."

"2008 was the first year the Teva and Simple brands exhibited at ispo china, and we were impressed with the visiting department store delegation put together by the organizers. The sales channel of department stores is really important to us," said Li Jun, general manager, Arcticfox / Teva / Simple. "ispo china gathers the brands, retailers, distributors, media and the customers that are our essential platform within the sports industry."

ispo china 2009 (dates to be announced shortly) will take on an even larger scope of the industry through an agreement with FieraBolzano, Italy, that joins the Alpitec Tradeshow for Mountain and Winter Technologies with ispo china. The integration of Alpitec China 2009 will add an important segment to the show and include all professionals involved in the Chinese snow sports and the outdoor market.

"ispo china is no doubt the next frontier for the outdoor business," said Frank Hugelmeyer, president of Outdoor Industry Association. "The show was a very exciting place to be – to watch the phenomenal development of the next generation of outdoor enthusiasts and established outdoor brands resonating so strongly as they share their passions with an enthusiastic Asia market."

Nielsen Business Media is one of the largest trade show producers in North America with 135 shows produced annually. Besides the successful ASR, Interbike and OR shows under the Business Media Sports Group, Nielsen also produces the Health + Fitness Business Expo and the FlyFishing Retailer trade shows.

About Nielsen Business Media

Nielsen Business Media, a part of The Nielsen Company, is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently.

Serving more than 30 industries spanning entertainment, media and marketing, retail, travel and performance, and design, Nielsen Business Media provides business-to-business products and services in print, online and face-to-face.

With 42 publications, over 135 trade shows and conferences, and 195 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.

-more-

ispo china Sets Positive Tone for Outdoor Community

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (*Billboard, The Hollywood Reporter, Adweek*). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.

About Messe Muenchen International (MMI)

MMI organizes more than 40 trade shows for capital goods, consumer goods and new technologies in the European, Asian, Middle East and South American markets. The ispo group, Messe Munich, produces trade shows for sporting goods and sportstyle including ispo winter, ispo china and Golf Europe. For more information about MMI, please visit www.messe-muenchen.de

MEDIA CONTACTS:

Nielsen Business Media

Marisa Grimes

Marisa.Grimes@nielsen.com

PH: 646-654-5759

Chris Goddard

chris@cgprpublicrelations.com

PH: 781-639-4924