



exhibitions&eventsaustralia

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Exhibitions and Events Australia Pty Ltd confirms Home Show Acquisition

After dmg world media announced in November 2008 its Australian Home Show business was for sale, Exhibitions and Events Australia Pty Ltd (EEA) today confirmed it has purchased the HIA Sydney Home Show, HIA Melbourne Home Ideas Show, and Melbourne at Home.

“EEA is perfectly placed to take over and grow this home show portfolio. What’s more they share many of the brand values we do. They are a young, entrepreneurial business that cares about people. We are confident they will do a great job with these events”, said Ben Brougham, Managing Director dmg world media Australasia.

“The acquisition of the home shows forms part of EEA’s strategic vision to significantly expand and grow the business into new markets. The synergies between EEA and the Home Shows will bring significant benefits to exhibitors and visitors alike”, said Jane Ford, Managing Director of Exhibitions and Events Australia.

“EEA is particularly familiar with Home Shows. Co-owner and Director of EEA, Graeme Uthmeyer was the founder of the Melbourne HIA Home Ideas Show which he launched in 1978, along with other notable events such as Designex. Over the next two decades Graeme built the Melbourne HIA Home Show into the strongest and best run home show in Australia, before selling his business to dmg world media in 1999.

The home shows are some of Australia’s most highly regarded consumer events with a long history of achieving success. EEA is confident that the home shows will continue to prosper under its ownership with our core objectives focused on providing a high return on investment for exhibitors”, said Ms Ford.

This is EEA’s second acquisition of events from dmg world media. In 2005 Jane bought three Mind Body Spirit Festivals from DMG. In their first year of EEA ownership, these Festivals grew from three to five annual events and visitor attendances increased by 45%.

EEA is a Melbourne based exhibition company. It has an expanding stable of events including five Mind Body Spirit Festivals in Sydney, Brisbane and Melbourne; Build Green Expos in Melbourne and Sydney; and the Healthy Food Show in Melbourne.

The purchase of the home shows sees EEA become one of Australia’s leading organisers 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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For more information contact Jane Ford, Managing Director, Exhibitions and Events Australia Pty Ltd

T: 03 9276 5555

E: janeford@eea.net.au

About Exhibitions and Events Australia

Exhibitions and Events Australia is an Australian owned and operated national exhibition company, producing 11 consumer events annually. Exhibitions and Events Australia was established by Jane Ford, Managing Director, with Graeme Uthmeyer joining the business in 2007. Its directors have 37 years of experience developing many of Australia’s best trade and consumer shows. EEA’s head office is based in Melbourne. www.eea.net.au