

News Release

For Immediate Release

**Asia Television Forum (ATF) awarded Exhibition of the Year at
Singapore Experience Awards 2009**

*ATF is recognized for its excellence in organising and delivering a quality event, which
contributes to Singapore's tourism industry's growth and service excellence*

Singapore, 13th November 2009 - Asia Television Forum (ATF) has been awarded the Exhibition of the Year at the Singapore Experience Awards 2009. The Experience Awards, organised by the Singapore Tourism Board (STB), is the most prestigious awards platform in Singapore's tourism industry, recognising individuals and organisations with the best product and service delivery who have contributed to a distinctive and compelling Singapore Experience. The awards are judged by a panel of International representatives from relevant sectors of the industry.

ATF is recognized for its delivery of a quality event, which enhances the business experience for visitors to ATF, and contributes to the growth and service excellence of the tourism industry.

More than 24,000 nominations were received in total across all categories, and ATF was up in contention with 4 other finalists including Singapore International Airshow, ITB Asia by Messe Berlin, OSEA by Singapore Exhibition Services and IDEM Singapore by Koelnmesse. Fellow winners for other categories include the Formula 1 SingTel Grand Prix for Breakthrough Contribution, and Suntec Singapore International Convention & Exhibition Centre as Best Business Venue, which is also the venue for ATF 2009.

"It is indeed a great honour for us to win this award, amidst the strong competition. This Award is timely as ATF celebrates its 10th anniversary edition this year. The Singapore Experience Award is recognition of our innovation and passion for winning and demonstrates our customer focus values towards customer experience enhancement," said Ms Michelle Lim, General Manager of Reed Exhibitions.

Reed Exhibitions
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ATF has come a long way since its inception as a hotel format exhibition in Year 2000, a first-of-its kind in Asia. It has since become Asia's leading content exhibition, and a annual trade gathering in Asia for the television industry, attracting key buyers, sellers, speakers, delegates and media from around the world.

The next edition of the Asia Television Forum is scheduled 2-4 December 2009 at Suntec Singapore International Convention & Exhibition Centre. For more information, please visit www.asiatvforum.com

About Asia Television Forum

Asia Television Forum (ATF) is Asia's leading television and new media programming market, a must-attend International market in Asia for the financing, co-producing, buying and selling of entertainment content across all platforms. Bringing together international sellers and Asia Pacific buyers, ATF is the gateway to Asia's entertainment content business.

For more information on Asia Television Forum 2009, visit the official website at www.asiatvforum.com.

Key event details:

2nd-4th December 2009

Suntec Exhibition Centre

Singapore

<http://www.asiatvforum.com>

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 470 events in 37 countries. In 2008 Reed brought together over seven million industry professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 38 fully staffed offices.

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Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 470 events serves 44 industry sectors, including:

Aerospace & aviation, automobiles, broadcasting, building & construction, electronics, energy, oil & gas, engineering, manufacturing, environment, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, medical education, printing & graphics, property & real estate, security & safety, sports & recreation, travel.

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

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