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**INTERPHEX ALIGNS MANAGEMENT TEAM TO ENHANCE
CUSTOMER VALUE AND EXPERIENCE**

(NORWALK, Conn., November 2009) – INTERPHEX, North America’s largest event for the biopharmaceutical manufacturing industry, has aligned its management team to focus its efforts on the customer experience by strengthening key alliances to identify and cultivate new visitor growth. These efforts are being undertaken to embrace the changing needs of the Pharma and biotech marketplace while delivering customer value and engagement thus fortifying the INTERPHEX brand.

RJ Palermo will assume the role of Vice President for Strategic Accounts where he will be responsible for developing a deeper engagement with attending customers to identify future visitor growth for the 2010 INTERPHEX event. In addition, Palermo will be developing VIP and matchmaking programming that leverages his experience and strong industry relationships.

Working in concert with Palermo, Barbara McAuliffe takes on the dual role of Marketing Director for INTERPHEX and Event Director for INTERPHEX Puerto Rico. McAuliffe is a seasoned marketing veteran most recently serving as Marketing/Event Director for Reed’s flagship PGA Events. There, she was responsible for developing industry relationships and capturing customer insights to enhance the customer experience.

Bob Stewart joins the team as Industry Vice President for the INTERPHEX portfolio bringing many years of strategic event management. Stewart returns to Reed after running many businesses in a variety of industrial and retail sectors where he has brought strategic focus and direction. Palermo and McAuliffe report to Stewart.

Courtney Muller serves as Group Vice President for the INTERPHEX portfolio and has extended oversight for the INTERPHEX portfolio during this critical time of strategic planning. All other INTERPHEX team members remain in their current positions.

“The management alignment is part of as a series of initiatives to increase the value of INTERPHEX for our attending companies by providing them with customized services and programming,” said Muller. “We are committed to the INTERPHEX brand and want to provide much greater value and relevancy for this dynamic marketplace.”

INTERPHEX 2010, sponsored by the ISPE, takes place April 20-22 at the Jacob Javits Center in New York City. Now in its 31st year, INTERPHEX is the world’s most trusted source for leading-

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edge technology, education and sourcing of the products and services that drive scientific innovation for Life Sciences Manufacturing. During the three-day event, industry professionals will view the newest products and equipment from over 900 global suppliers and service providers, meet one-on-one with technical experts, view live demonstrations on the show floor, participate in educational sessions, and learn about emerging trends and technologies. For information, visit www.interphex.com.

About Reed Exhibitions

Reed Exhibitions is the world's leading events organizer, 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 organized by 38 fully staffed offices. Reed organizes a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 470 events serves 44 industry sectors.

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