



CANON COMMUNICATIONS LLC

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FOR IMMEDIATE RELEASE

Canon Communications Announces New Digital Publication

Industry-first targets 200,000 design and manufacturing
trade show attendees and registrants

Los Angeles, CA (November 8, 2006) – At a time when companies are increasingly evaluating their return on investment for advertising in a myriad of broad based manufacturing media, Canon Communications is introducing a product that delivers the most qualified audience available—trade show attendees and registrants.

Advanced Design & Manufacturing (AD&M) is the new must-read digital publication featuring the latest innovations in advanced manufacturing and highlights of the newest products and services. It also provides instant links to comprehensive and categorized top industry resources and suppliers, as well as insights from major U.S. advanced design and manufacturing trade events.

AD&M will initially be published four times a year, with the premiere issue in January 2007. It targets a national audience of more than 200,000 of the most qualified purchasers and specifiers, namely the design and manufacturing professionals that recently either attended or registered for one of Canon's four major advanced manufacturing trade events. In so doing, *AD&M* will reach a larger and more highly qualified audience than any other digital publication in the design and manufacturing sector.

“As the dominant event producer for the nation's \$1 trillion advanced manufacturing market, we have amassed a database of more than a million design and manufacturing decision makers,” said Charles G. McCurdy, Chairman and CEO of Canon Communications. “The cream of this rich database provides *AD&M's* circulation. This breakthrough publication delivers the most timely, relevant, and actionable information to the decision makers who need it most. Advertisers reach—and can hear right back from—those individuals most likely to buy their products and services.”

AD&M sponsors Canon's four major events that serve the East and West coasts and the Midwest and Southeastern regions. Strategically positioned in the centers of major advanced manufacturing markets, they attract more than 200,000 attendees and registrants, and 8,000 exhibitors, making them the largest in the U.S. *AD&M* will be digitally published just ahead of each event, when product specifiers are developing their purchasing plans, and printed versions will be distributed to event attendees.

“*AD&M's* readership of over 200,000 manufacturing professionals is the best possible audience for our advertisers,” according to Kevin O'Grady, vice-president of sales and marketing



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for Canon's publishing division. "In today's lean manufacturing environment, attendees expressly come to trade shows to do business. They have a project or problem that needs a solution now. These are not only readers but proven buyers and specifiers."

For more information about *AD&M*, contact Kevin O'Grady at 310/445-3705 or kevin.ogrady@cancom.com.

About Canon Communications

Canon Communications LLC is a leading publisher, trade show producer, and digital media company serving advanced, technology-based manufacturing industries, including medical device, pharmaceutical, nutraceutical, specialty packaging, electronics, and plastics processing.

The company's expanding array of magazine titles includes *MD&DI (Medical Device & Diagnostic Industry)*, *Medical Product Manufacturing News*, *European Medical Device Manufacturer*, *Medical Device Technology (UK)*, *China Medical Device Manufacturer*, *IVD Technology*, *MX*, *Pharmaceutical & Medical Packaging News*, *Nutritional Outlook*, *Cosmetic/Personal Care Packaging*, *Injection Molding Magazine*, *Plastics Machinery & Auxiliaries*, *Modern Plastics Worldwide*, *Powder/Bulk Solids*, and *Advanced Design & Manufacturing (AD&M)*.

Canon's show names include Medical Design & Manufacturing (MD&M), MEDTEC, BIOMEDevice, and Medical Device Technology (MDT); WestPack, EastPack, SouthPack, and MidPak; Atlantic Design & Manufacturing, Pacific Design & Manufacturing, and Design & Manufacturing South; Quality Expo and Quality Expo Detroit; International Powder & Bulk Solids and Powder & Bulk Solids Southeast; Assembly Technology Expo, Electronics Assembly, Electronics West, Assembly New England, Automation Technology Expo (ATX), National Manufacturing Week, and Advanced Manufacturing Exposition (AM Expo); PLASTECH, NEPCON, and OEM New England.

Further information about the company's business-to-business publications, trade shows, and digital media, is available at www.cancom.com.

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