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**URBAN EXPOSITIONS NAMES JOAN ULRICH
VICE PRESIDENT OF NEW BUSINESS DEVELOPMENT**

ATLANTA (January 10, 2012) – Urban Expositions has appointed Joan C. Ulrich to the newly created post of Vice President of New Business Development. Ulrich’s responsibilities will be overseeing the research and development of ongoing new business growth opportunities as well as working with Urban’s newly acquired Airport Revenue News (ARN) division. Ulrich will report to Urban Expositions Management Partners Doug Miller and Tim von Gal.

Urban Expositions acquired Airport Revenue News in December of 2011, which includes ARN, the airport revenue industry’s leading magazine; Fact Book, the industry’s only resource for important data on the airport concessions business; and the annual Airport Revenue Conference & Exhibition. Ulrich will work directly with Pauline Armbrust, Managing Director of Urban’s ARN division, in overseeing all aspects of Urban’s newest division, including management of the established ARN team, sales, marketing, publishing and operations.

“Our company has experienced significant growth in recent years and we’re always looking for new acquisition and start-up opportunities that can enhance and strengthen the industries we serve, as well as our own business model,” explains Doug Miller, president, Urban Expositions. “Joan’s extensive trade show industry experience and proven business development skills will be invaluable in helping us take our company to the next level.”

In addition to her responsibilities with the ARN division, Ulrich will research new and existing markets to uncover potential acquisition and start-up opportunities. She will also work closely with Urban Expositions Vice President Donna Guess, who directs sales and marketing efforts for the company’s established portfolio of trade shows, including the newly acquired Portland Gift & Accessories Show, San Francisco, Seattle and Portland Cash & Carry Shows.

Prior to joining Urban Expositions, Ulrich spent 14 years with Merchandise Mart Properties, Inc. (MMPI), most recently serving as Senior Vice President. During her time at MMPI, she was responsible for building revenues in a number of industries for the company’s permanent showroom buildings and trade shows in Chicago, New York, Los Angeles and High Point. She also drove marketing and operations budgets, as well as recruited and managed leasing, sales, marketing and administration teams across these company locations. A two-time recipient of the MMPI Wallace O. Ollman Award, Ulrich also developed and launched consumer events for MMPI.

Previously, Ulrich was a National Account Executive for Enesco, LLC, responsible for selling broad product offerings to Enesco’s largest national accounts across all distribution channels. She graduated from St. Cloud State University (MN) with a B.S. Marketing, Beta Gamma Sigma.

(more)

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ABOUT URBAN EXPOSITIONS

Urban Expositions is the largest gift and souvenir trade show organizer in the U.S., hosting a total of 21 shows each year. In January of 1996, Urban Expositions launched the semi-annual Philadelphia Gift Show, which has become one of the largest and most successful regional gift events in the nation. Since then, the company has continued to grow through acquisitions and new show development. Based in Kennesaw, GA, Urban Expositions offers a complete roster of trade show management services, including exhibit sales and marketing, operations, exhibitor/attendee promotions and services, media relations, seminar and event coordination, database development and management. For more information, visit www.urban-expo.com

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