

## **PENNWELL ACQUIRES LED LIGHTING EVENT – THE LED SHOW**

Tulsa, OK September 26, 2011 - PennWell Corporation, a diversified global media and information company, announced today that it has acquired the assets of The LED Show ([www.theledshow.com](http://www.theledshow.com)), a Nevada-based event serving the lighting design and technology segment of the LED industry. The event is also affiliated with The Lighting Group, a manufacturers' representative agency, headquartered in Las Vegas, NV, which is focused on designing sustainable and eco-friendly lighting systems for LED, fiber optics, entertainment and hospitality projects. The owner of The LED Show, James Highgate, will serve as consultant to PennWell.

Launched in 2009 by lighting designer and founder James Highgate, The LED Show is a conference and exhibition focused on the fast-growing lighting design and technology segment of the LED industry. The event attracts leading LED manufacturers displaying the latest technology and products for attendees to view, compare, and evaluate. The latest in LED fixtures from multiple sources are featured on the exhibit floor enabling attendees to make informed specifying or purchasing decisions. The LED Show was last held in July 2011 in Las Vegas, Nevada for architects, electrical engineers, home builders, hotel engineers and designers, with 87 exhibitors and an attendance of more than 3,000 from the U.S., Canada, Mexico, Spain, Italy, Korea, Japan, China, England, Netherlands, Australia, and Greece. The LED Show is held annually and will take place July 30 –August 1, 2012 at the Rio All Suite Hotel & Casino in Las Vegas, Nevada USA.

The LED Show is PennWell's third acquisition in the LED and lighting industry and complements the LEDs & Lighting Media Group portfolio which includes Strategies in Light worldwide LED and lighting events held in the U.S., Europe, Japan, and China; Strategies Unlimited, market research focused on photonics, LED and lighting; and *LEDs Magazine*, the leading media resource for the global LED and lighting community. PennWell will manage the business from its Technology Group offices in Nashua, New Hampshire under the direction of Christine Shaw, Senior Vice President and Group Publisher, LEDs & Lighting Media Group.

Founder James Highgate expressed his confidence in PennWell and the future growth of the event. "I am pleased that PennWell as the world's leading and most respected provider of information to the LEDs and lighting community will further promote the development of our goals for the industry and enhance the event."

"This event provides a perfect opportunity to expand our editorial excellence, expert market intelligence, extensive promotion, and strong industry reputation to the lighting industry. With the addition of The LED Show, the full spectrum of the industry is uniquely represented in our franchise," said Christine Shaw.

## **PennWell's LEDs & Lighting Media Group includes the following:**

### **Strategies in Light Worldwide Events**

Strategies in Light ([www.strategiesinlight.com](http://www.strategiesinlight.com)) is a business-oriented conference and exhibition on high-brightness LEDs and lighting produced by both Strategies Unlimited and PennWell Corporation. The longest running conference in the LED industry and drawing its largest audience to date with more than 4,200 participants and nearly 140 exhibitors and sponsors in 2011, this event is considered to be the premier annual forum for presenting current commercial developments in HB LEDs for component and equipment suppliers, manufacturers, and end-users of HB LED devices. Entering its 5th year, LED Japan/Strategies in Light (<http://www.sil-ledjapan.com>) has achieved record-breaking attendance exceeding 6,000 in 2010 with sell-out on the exhibit floor. Strategies in Light Europe is entering its second year with sell-out programs and exhibit floors in 2010 and 2011. (<http://www.sil-ledeurope.com>)

### **Strategies Unlimited, Market Intelligence for Photonics, LEDs, and Lighting**

Strategies Unlimited specializes in market research reports, and custom studies targeted for the optoelectronic, optical communications, compound semiconductor material, and RF/microwave components industries. Founded in 1979, Strategies Unlimited adeptly integrates technology and business issues. Primary data collection and detailed input-output analysis are developed to create models describing the commercial markets. With its in-depth understanding of market applications, technology developments, industry participants, and government policies, the company is renowned for its outstanding record in market forecasting. (<http://www.strategies-u.com>)

### **LEDs Magazine, Print and Digital Media**

*LEDs Magazine* is the leading information resource for the global LED and lighting community, serving thousands of readers that specify, design and manufacture LED-based products for a wide range of end-use applications. The LEDs Magazine portfolio has four main components – the Magazine, the Website, the Newsletter and the Suppliers Directory. View the latest LED industry news now: (<http://www.ledsmagazine.com>).

### **About PennWell**

Founded in 1910, PennWell Corporation is a privately held and highly diversified business-to-business media and information company that provides quality content and integrated marketing solutions for the following industries: Oil and gas, electric power generation and delivery, hydropower, renewable energy, water and wastewater treatment, waste management, electronics, semiconductor manufacturing, optoelectronics, fiberoptics, aerospace and avionics, LEDS and lighting, fire, and dental. PennWell publishes over 130 print and online magazines and newsletters, conducts 60 conferences and exhibitions on six continents, and has an extensive offering of books, maps, websites, research and database services. In addition to PennWell's headquarters in Tulsa, Oklahoma, the Company has major offices in Nashua, New Hampshire; Houston, Texas; London, England; Mountain View, California; Fairlawn, New Jersey, Moscow, Russia, and Hong Kong, China. ([www.pennwell.com](http://www.pennwell.com))