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**REED EXHIBITIONS ANNOUNCES PROMOTIONS FOR INTERNATIONAL VISION EXPO
LEADERSHIP TEAM**

Norwalk, CT (January 28, 2010) – Reed Exhibitions announces the promotion of two International Vision Expo show management team leaders who will continue to enhance customer value and return on investment and to improve eye care professional engagement with the events and conferences. Tom Loughran has been promoted from event director to industry vice president and Courtney Muller moves from group vice president to a senior vice president position within Reed Exhibitions.

“The International Vision Expo show management team has been strategic, creative and forward-thinking throughout the past 18 months enabling our exhibitors to remain competitive and market their brands in this difficult economy,” said Ed Greene, CEO of The Vision Council, which co-owns International Vision Expo with Reed Exhibitions. “We are especially optimistic that with Tom and Courtney’s leadership, the International Vision Expo customers will see expanded opportunities to grow their businesses as the economy rebounds.”

Loughran has been with International Vision Expo for over six years. He has extended the International Vision Expo brand by developing key partnerships at six state optometric associations and by changing the event’s perception from a “fashion event” to a “fashion event and medical meeting.” To deliver increased satisfaction with the overall experience at the event for exhibitors and attendees, he championed a redesign of the show floor to ease navigation. Another of Loughran’s notable initiatives was the launch of Visionomics[®], a track of 25+ hours of business-oriented continuing education exclusive to the International Vision Expo conference program.

Muller worked briefly on International Vision Expo in 2000 and returned in 2007. She works collaboratively with The Vision Council to provide strategic direction for the events and will continue to focus on building and extending partnerships within the vision industry and on creating new opportunities for customers to build their businesses and practices by attending the shows.

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"Both Tom and Courtney are true experts in the trade show industry," said Deborah Malakoff-Castor, vice president of trade shows for The Vision Council. "With creativity, passion and a commitment to our partnership, they have been instrumental in the success of the International Vision Expo shows. It is truly a pleasure to work with them and the entire International Vision Expo team Reed has assembled."

International Vision Expo East is held March 19-21, 2010, at the Jacob K. Javits Center in New York City. International Vision Expo West is scheduled for October 7-9, 2010 at the Sands Expo and Convention Center in Las Vegas.

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About International Vision Expo

International Vision Expos, the worldwide conference and exhibition for eye care and eyewear, are trade-only events which draw more than 30,000 eye care professionals each year. Co-owned by Reed Exhibitions and The Vision Council, International Vision Expo gives back to the entire ophthalmic community. Proceeds from International Vision Expo are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products. In 2009, The Vision Council reached millions of consumers with its messages through marketing materials, public relations outreach and strategic partnerships.

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.

About The Vision Council

Serving as the global voice for vision care products and services, The Vision Council represents the manufacturers and suppliers of the optical industry. We position our members to be successful in a competitive marketplace through education, advocacy, consumer outreach, strategic relationship building and industry forums.