

Contact: Alex Kephart
Hanley Wood Exhibitions
akephart@hanleywood.com
972.536.6334



StonExpo/Marmomacc Americas and SURFACES Announce Co-Location Beginning in 2011

DALLAS, TX -- Hanley Wood Exhibitions announced today that StonExpo/Marmomacc Americas and SURFACES will co-locate beginning in January of 2011. Both exhibitions will be held at Mandalay Bay in Las Vegas, January 26 – 28, with conferences beginning on January 25.

Over the past several years, StonExpo/Marmomacc Americas has experienced a steady increase in quality attendees and an expansion of exhibit offerings to include more natural stone as well as alternative surfaces. The co-location of StonExpo/Marmomacc Americas and SURFACES is a natural fit for both events.

“The decision to co-locate StonExpo/Marmomacc Americas and SURFACES was made for several reasons,” states Dana Teague, SURFACES and StonExpo/Marmomacc Americas Show Director. “Combining the two events will allow the stone industry and the flooring industry unparalleled education and networking opportunities as well as exposure to the largest product selection of any show of its kind. Also, moving StonExpo/Marmomacc Americas to late January gives those exhibitors who also take part in MARMOMACC in Verona, Italy, the chance to catch their breath before heading to Las Vegas.”

The chance for attendees and exhibitors to expand their horizons and explore new products to offer their consumers is an added bonus of the co-location. In an increasingly competitive marketplace, the ability to adapt and grow to meet client needs is crucial.

“The Marble Institute is supportive of the decision to co-locate StonExpo with SURFACES beginning in 2011,” states Gary Distelhorst, CAE, Executive Vice President and CEO of the Marble Institute of America, also an Official Sponsor of StonExpo/Marmomacc Americas. “We feel this provides an incredible opportunity for StonExpo exhibitors to get exposure to the approximately 25,000 attendees at SURFACES, as well as a great opportunity for StonExpo registrants to visit the SURFACES trade show and meet new suppliers, see new products, and obtain new knowledge. In today’s world of needing to be nimble and innovative, the co-location of StonExpo and SURFACES seems to me to be a home run.”

Other industry veterans are also applauding the decision. They view the additional contact with the design community as an advantage for both shows.

"We are very excited about the impending co-location of the StonExpo and SURFACES shows," states Mark Fernandes, President of Luck Stone Corporation. "There is clearly an opportunity for the stone industry to benefit from the visibility we will gain as a result of the foot traffic and demographic of the SURFACES event."

As the Official Sponsor of SURFACES, the World Floor Covering Association welcomes the move. The products and services available at both shows are complementary and the mix of attendees is very similar.

"Year after year SURFACES broadens its product scope to encompass everything the consumer is looking for when building or purchasing a new home. From the 'Window and Wall Covering' pavilion introduced in 2005 to the newly created 'Above the Baseboard' pavilion, SURFACES continually strives to meet the needs of our attendees and their customers," added Chris Davis, President and CEO, World Floor Covering Association. "This co-location is a natural progression for the show and will only enhance and strengthen the commitment SURFACES has for the entire industry. We're glad to have StonExpo join us in 2011 and look forward to working together in making both shows a huge success!"

StonExpo/Marmomacc Americas and SURFACES will continue to offer separate conference programs focusing on the unique needs of each trade. While the two events will have separate entrances into the exhibit hall, attendees will be free to visit exhibits for both shows.

StonExpo/Marmomacc Americas and SURFACES are owned and produced by Hanley Wood Exhibitions.

Marmomacc is owned and organized by Veronafiere, held annually in Verona, Italy.

For more information on StonExpo/Marmomacc Americas, please call 866.550.6808 or visit www.StonExpo.com.

StonExpo/Marmomacc Americas' Official Sponsors are the Marble Institute of America (MIA) and Natural Stone Council. The mission of the MIA is to promote the use of natural stone and be the world's most authoritative natural stone information resource. Membership in the association is worldwide and includes over 1,750 natural stone producers, exporters/importers, distributors/wholesalers, fabricators, finishers, installers, and industry suppliers—all committed to the highest standards of workmanship and ethics.

The Natural Stone Council, home of the Genuine Stone® brand, is the leader in the stone industry that represents the major associations who are committed to promotion and education of the industry and general public of the value and benefits of natural stone. Member associations include: Allied Stone Industries, Building Stone Institute, Elberton Granite Association, Indiana Limestone Institute, Marble Institute of America, National Building Granite Quarries Association, National Slate Association and Natural Stone Alliance.

About WFCA

The official sponsor of SURFACES is the World Floor Covering Association (WFCA), the floor covering industry's largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research, industry certification programs, and operates the premier consumer flooring web site, www.wfca.org, providing unbiased information about every type of floor covering and connecting customers to members' retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit www.wfca-pro.org.

About Veronafiere

Veronafiere (Verona Trade Fair Company) is Italy's most important direct organizer of trade shows and among the top organizers in Europe. Founded in 1898, Veronafiere now focuses on economic sectors of primary importance to the Italian economy, including stone (Marmomacc), construction (Samoter), and wine (Vinitaly). Veronafiere conducts or hosts 37 trade shows a year in Verona and 11 abroad. Annual turnover in 2008 was more than \$115M.

Marmomacc is the global leader in natural and engineered stone materials and related technologies and design. Samoter is one of Europe's major exhibitions of construction equipment and earth-moving machinery. Vinitaly is the largest wine trade show in the world. All three are owned and organized by Veronafiere.

About Hanley Wood

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions conducts events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.