



GES Exposition Services
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news
for immediate release

GES ANNOUNCES EXPANSION OF SERVICES IN ABU DHABI

New Services to Include Shell Scheme, Stand Wiring, Furniture, Carpet, Graphics, Logistics, Custom Design and Build, and Data and Registration

LAS VEGAS, October 24, 2008—GES announced plans to extend its footprint at the Abu Dhabi National Exhibitions Centre (ADNEC) and offer a full portfolio of exhibition and event services to the Middle East through its United Kingdom company, Melville Exhibition and Event Services Limited, and subsidiary Melville Middle East.

Currently, Melville Middle East is the exclusive provider of venue services at ADNEC, providing rigging and specialist lighting features in addition to its exclusive provision of venue services such as electrical mains, piped services, primary rigging and floor mark out. The full services business will extend Melville's business into shell scheme, stand wiring, furniture, carpet, graphics, logistics, custom design and build, and data and registration.

"Abu Dhabi continues to be an important growth market and we are pleased with the progress of our operations there," said Kevin Rabbitt, GES president and chief executive officer. "ADNEC is a high quality exhibition center, and we are eager to launch a contracting service that is appropriate to that environment."

"We plan to expand our services in the Middle East market by creating a full service offering that leverages the innovations that we've developed across the GES Worldwide Network," said Melville Chief Executive Officer Nick Marshall. "Starting afresh in a market allows you to initiate the business in the optimal way and we intend to do that from our operating base in Abu Dhabi," continued Marshall. "Our intention is to operate all our core contracting services such as shell scheme and electrics from a Melville Middle East-run warehouse operation that will enable us to provide higher-quality products and service levels."

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“Melville and the GES Worldwide Network have been great venue services partners,” said ADNEC Chief Executive Simon Horgan. “Melville and GES are recognized as world-class exhibition contractors and this expansion of their services further establishes Abu Dhabi for growth in international shows.”

“From our initial discussions with show organizers operating in the region, it is clear there is a demand for greater innovation, customer focus, and responsiveness from contractors operating in the Middle East,” said GES Senior Vice President of International Jason Popp. “Melville has succeeded in the United Kingdom being a customer-focused exhibition and event contractor, and we plan to extend that philosophy to the Middle East,” continued Popp. “This includes bringing our award-winning design expertise to the Middle East. Melville’s design capabilities have allowed show organizers in the United Kingdom to differentiate the overall look and feel of their show.”

ABOUT GES

Las Vegas-based GES Exposition Services, a subsidiary of Viad Corp (NYSE: VVI), services every major exhibition and event market across North America and the United Kingdom through the GES Worldwide Network. GES provides a wide range of services including exhibition planning and design, turnkey and custom exhibit rentals, material handling, staging, overhead sign rigging, temporary electrical equipment, signs and graphics manufacturing, installation and dismantling labor, carpet and furnishings, and transportation services. GES produces many well-known shows including the International Consumer Electronics Show, International Council of Shopping Centers, MAGIC, and CONEXPO-CON/AGG and IFPE. For more information, visit www.ges.com.

ABOUT MELVILLE

Melville Exhibition and Event Services Limited, a GES Worldwide Network company, is the U.K.’s leading exhibition and events services contractor with offices in Birmingham, London, Manchester, Glasgow and Abu Dhabi. Melville provides a wide range of exhibition and event services including stand design and build, electrical installations including theatrical lighting, graphic services, logistics, furniture hire, floor coverings, venue services, data and registration and floor planning services. Melville provides services to many well-known shows including the U.K.’s largest exhibition, the Spring Fair, the British International Motor show, Clothes Show Live, and Ipx. For more information visit www.melville.co.uk.

ABOUT ADNEC

The Abu Dhabi National Exhibition Centre is managed by Abu Dhabi National Exhibitions Company, a modern and dynamic organisation which is also masterminding the Capital Centre development. The stunning new exhibition complex illustrates the company’s commitment to providing the city with world-class facilities for business and its bold plans for the future development of Abu Dhabi as a commercial destination.

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