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**HOSPITALITY DESIGN GROUP IS POISED TO CEMENT  
LEADERSHIP POSITION IN MARKETPLACE**

*HD Expo, HD Boutique and Hospitality Design magazine remain pillars of HD brand*

ATLANTA, GA (October 8, 2009) – The **Hospitality Design Group (HDG)**, a part of **Nielsen Business Media**, announces today that it has strengthened its position as the leader in the hospitality design market given current momentum for sales in each element of the HDG brand, including the **Hospitality Design Exposition & Conference (HD Expo)**, **HD Boutique** and **Hospitality Design magazine**. This announcement is made in light of recent reports that other media and trade show companies may be experiencing a sharp decline in profits and even filing for Chapter 11 bankruptcy protection.

Now, more than ever, HDG is being relied upon for products that have become the hallmarks of the hospitality design community –each one synonymous with the strength and vibrancy of the HDG brand, the profitability and viability of its parent company, Nielsen Business Media, and HDG’s commitment to adaptation alongside market forces and needs. While other organizations may be experiencing difficulties, HDG is able to leverage the current economic climate into opportunities that highlight the same dedication to product innovation it has heralded since its inception.

“The Hospitality Design Group has been a leader in the market for decades now,” says Michelle Finn, vice president, Hospitality Design Group, “Moving into 2010, exhibitors and advertisers alike are depending on each of our products to help weather the changing economic landscape. From their perspective, there is simply no room for trial and error.”

In addition to its flagship **HD Expo** ([www.hdexpo.com](http://www.hdexpo.com)), which celebrates its 20<sup>th</sup> year next May and attracts more than 10,000 of the industry’s top professionals, the Hospitality Design Group also produces **HD Boutique** ([www.hdboutique.com](http://www.hdboutique.com)), which recently took place in Miami Beach in September, as well as **Hospitality Design magazine** ([www.hdmag.com](http://www.hdmag.com)), which continues its 30-year mission to be the leader in offering readers the latest news on industry trends and

products, and coverage on innovative examples of new construction and renovation to the industry.

“If current interest in the Hospitality Design brand is any indication of our position in the marketplace today, we are projected to maintain if not exceed our footing as the industry leader,” added **Elizabeth Sommerville**, Group Show Director, Hospitality Design Group.

On the heels of being named by *Tradeshow Week* magazine as one of the world’s “Top 50” shows that have experienced growth over the past three years, results from a recent survey administered by the Hospitality Design Group signal a strong demand for attending HD Expo despite the economic downturn. More than 90% of attendees surveyed this year indicated that participation at HD Expo is vital to business success, and it easily outranked all other hospitality trade shows identified in the poll according to the importance of show attendance. Moreover, according to survey data, over 80% of attendees identified that they would still go to HD Expo regardless of the current financial climate.

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**FOR MORE INFORMATION, PLEASE CONTACT  
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