



The Conference & Expo for Innovation in Avionics



NEWS RELEASE

FOR IMMEDIATE RELEASE

PennWell Launches Avionics USA 2009 Conference and Exhibition in June

NASHUA, N.H., October 27, 2008 – PennWell Corporation, a diversified global media and information company announced today that it will launch Avionics USA (www.avionics-usa.com) in conjunction with the growing Military & Aerospace Electronics Forum (www.milaeroforum.com) June 1-2 in San Diego at the San Diego Convention Center, as part of the expanding *Military & Aerospace Electronics* media group.

Avionics USA is modeled after the highly successful Avionics Exhibition and Conference (www.avionics-event.com), the leading event in the world for commercial and defense avionics held annually in Amsterdam every March. PennWell acquired Avionics earlier this year and Avionics USA is the first global expansion for the successful Amsterdam event. The new event will be co-located with the Military and Aerospace Electronics Forum, offering two separate conferences and a shared exhibit floor. This shared environment will allow the senior level attendees to walk the entire show floor and mingle with the executives attending each event. Avionics USA will deliver critical business information on the ever-expanding avionics industry, while providing an exclusive opportunity to meet and exchange ideas with leading avionics engineers and engineering managers who will attend.

“The Avionics conferences are the only dedicated civil and military avionics events in the world,” said John McHale, Avionics USA conference chair. “The U.S. conference content will cover navigation, aircraft modernizations and retrofits, air traffic control upgrades, electronic flight bag design, runway incursion technology avionics for unmanned aerial vehicles, obsolescence challenges, and safety certification for hardware and software.”

“We are pulling together a team of the most authoritative speakers from within the industry to present their experiences and expertise within all aspects of the avionics industry,” noted Adrian Broadbent, founder and consultant, Avionics Conference & Exhibition. “Many exhibitors from our Amsterdam event are eager to participate in Avionics USA.”

For information on sponsoring or exhibiting at Avionics USA 2009 Conference and Exhibition, contact Jeff Gallagher, North American Sales at 603.891.9147, jeffg@pennwell.com or Gareth Watkins, International Sales at +44 (0) 1992 656 672, garthew@pennwell.com.

About Military & Aerospace Electronics and Avionics Intelligence

Military & Aerospace Electronics provides timely and authoritative technical information for designing today and tomorrow's military and aerospace electronic and optoelectronic systems. The franchise focuses on print and digital media, as well as the Military & Aerospace Electronics Forum and newly announced Avionics USA conferences. A new addition to the Military & Aerospace Electronics franchise, Avionics-Intelligence website and eNewsletter will launch in November 2008 and will cover all aspects of commercial and defense avionics. For more information, visit www.milaero.com and www.avionics-intelligence.com

About PennWell Corporation

PennWell Corporation is a diversified business-to-business media and information company that provides quality content and integrated marketing solutions for the following global industries: Oil and gas, electric power, water, electronics, semiconductor, contamination control, optoelectronics, fiber optics, information technology, fire, emergency services and dental. Founded in 1910, PennWell publishes 75 print and online magazines and newsletters and conducts 60 conferences and exhibitions on six continents. www.pennwell.com

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