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21 May 2008

Mr. Alejandro Esteban
Project Manager
Expo-Guide
Mariano Escobedo #752-9
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Mexico D.F. 11590
MEXICO

Your Reference #4596696

Dear Mr. Esteban:

I am writing in response to your communication dated 5 May 2008 regarding the proposed listing of the Tradeshowstore.com in your Expo-Guide Directory.

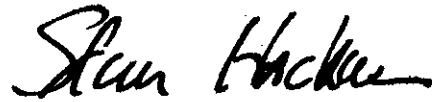
For the purpose of clarity you should know that Expo! Expo! is the exhibition owned and operated by the International Association of Exhibitions and Events™ (IAEE). The Tradeshowstore.com is a wholly-owned subsidiary of the International Association of Exhibitions and Events and it participates in our annual event as an exhibitor.

We have reason to believe that you have improperly secured the database of all exhibitors who participated in our exhibition in Las Vegas in 2007 and that you are soliciting our customers to purchase advertising in your Expo-Guide directory.

We believe these activities constitute an unfair infringement and improper intrusion into the business affairs of the International Association of Exhibitions and Events. We find your offer, while factually correct, to be easily misunderstood by a typical reader.

While we have no proof at this time that Expo-Guide is either affiliated with or owned by Construct Data/Fairguide the business conduct, tactics and messaging of the two organizations are too similar to be coincidental. In fact, we believe the similarities are intentional and are cleverly devised to secure a signed insertion order from unwary readers.

We further believe that the confusion you are creating is detrimental and harmful to the business of our organization and of the exhibitions and events industry and we demand that you immediately cease the solicitation of the Tradeshowstore.com and all other exhibitors who have participated in events conducted by the International Association of Exhibitions and Events. Furthermore we demand that you cease similar activities that might be directed to any member organizations of IAEE.

A handwritten signature in black ink that reads "Steven Hacker". The signature is written in a cursive, flowing style.

Steven Hacker, CAE
President