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Exhibit Surveys and Constellation Communication Trade Show Planning and Measurement Tool Earns *Trade Show Executive's* Innovation Award

RED BANK, NJ and DUNWOODY, GA – June 15, 2009 - Exhibit Surveys, Inc., the leading provider of research and measurement services exclusively for the exhibition and event industry, and Constellation Communication Corp., a leading provider of planning and measurement support for event-related Return-On-Investment, serving corporations, event organizers and service providers in the exhibition and events industry, today announced that their Trade Show Planning and Measurement Tool has earned a 2009 Innovation Award from *Trade Show Executive* magazine.

For the 2009 Innovation Award, *Trade Show Executive* selected eight organizations whose creative energy has yielded new value for exhibitors, attendees and the exposition industry as a whole.

The Trade Show Planning and Measurement Tool (TSPM) utilizes a consistent, proven structure for setting meaningful, measurable objectives, and reporting results that lead to improved Return on Investment (ROI) and Return on Objectives (ROO). Users will establish a database of all trade show results and rankings that can be accessed by team members at any time for collaboration, immediate adjustments, or quickly producing pre-designed planning documents, event calendars, and reports. Utilizing a combination of the tool's results-tracking and forecasting capability, an annual budget can also be easily produced.

"*Trade Show Executive* commends Exhibit Surveys, Inc. and Constellation Communication Corp. for breaking from tradition and offering an intuitive and cost-effective tool for providing business justification for trade shows and events," said Darlene Gudea, vice president/publisher, and editor of *Trade Show Executive*. "Their Trade Show Planning and Measurement Tool takes Return On Investment (ROI) measurements to a new level. Faced with increasing scrutiny of every dollar spent, event organizers are finding that when they can prove the economic benefit of a trade show or exhibit, they're more likely to get the green light for that show."

"We are honored to receive this award," commented Exhibit Survey's CEO and president Jonathan "Skip" Cox. "It is our priority to provide event marketers with practical, innovative products, and this award corroborates that we are accomplishing our objective. I congratulate the

entire Exhibit Surveys and Constellation Communications teams for developing this award-winning planning tool.”

“We are pleased that *Trade Show Executive* recognized our effort to provide high-level trade show measurement and business justification to all event marketers,” said Ed Jones, president, Constellation Communication Corp. “Getting objectives in context with business improvement will make all of the difference for users.”

“Exhibit Surveys, Inc. and Constellation Communication Corp. now join an elite group of innovators in 2009 that succeeded despite challenging economic times and become part of a select group of only 50 companies to earn this distinction in the past six years,” Gudea added.

Two versions of the Trade Show Planning and Measurement Tool are available. For smaller companies participating in a limited number of trade shows, a self-paced version is available for approximately \$200 per trade show. For companies with multi-disciplined event teams that participate in larger events involving in-depth planning variables, a more sophisticated version of the tool is available. This version can include one hour each of pre-show and post-show planning consultations. The price is dependent on the number of trade shows, types of services, and support and training required. An annual contractor’s license and private labeling will also be available.

For a demonstration, contact Exhibit Surveys Inc. or Constellation Communication Corp.

About Exhibit Surveys, Inc.

Established in 1963, Exhibit Surveys, Inc. specializes exclusively in conducting market research and measurement for the exhibition and event marketing industry. The company has conducted research on more than 3,000 exhibitions and events and measured over 10,000 individual exhibits in all major segments of commerce on six continents. Its clients represent all segments of the event industry, including exhibition organizers, exhibitors, private events organizers, suppliers, CVBs and convention facilities. “Be a “knowbody” and visit www.exhibitsurveys.com or call 732-741-3170.

About Constellation Communication Corp.

Constellation Communication Corp. is a consulting and research firm specializing in helping clients gain the best possible Return on Investment (ROI) from face-to-face events. Constellation provides planning and measurement support including market research and event ROI analysis and reporting. Constellation’s services include support for internal events such as meetings and external events including tradeshow and conferences. For more information, visit www.constellation.com or call 770-391-0015.

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Note to editors: To arrange an interview with Mr. Cox and Mr. Jones, please contact Marilyn R. Kroner, Kroner Communications, marilyn@kronercommunications.com or 303-478-3044.