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Moorea Marketing Acquires eAutoWorld Conference and Exhibition

Baltimore, MD – November 26, 2001 – Moorea Marketing has acquired the eAutoWorld conference and exhibition and will produce the next event April 17-18, 2002, in Detroit.

Moorea Marketing has a long history in the automotive and trade show industry as well as experience with the eAutoWorld conference. The company produced and managed trade and consumer shows for EMAP Petersen Publishing's Automotive sector which included the Circle Track Expo and the North American Motor Sports Expo. "We feel that we have the experience and the ability to make eAutoWorld a success for everyone involved," said Greg Nivens, president of Moorea. "We intend to create a more focused event with a greater return on investment for exhibitors and attendees. Registration fees will be very affordable. And we have committed ample marketing and advertising resources to make this a high-profile, must-attend conference."

Moorea acquired eAutoWorld from parent company eMarketWorld Inc. in an asset sale managed through federal bankruptcy court. eMarketWorld, based in Richmond, Va., produced a number of industry-specific Internet conferences, including three well-received automotive e-commerce events in 2000-01. Moorea Marketing had previously been hired to sell exhibit space and sponsorships for the June 2000 launch of eAutoWorld. In June of this year, confident that it could successfully revive the conference, Moorea Marketing purchased the event and began restructuring and planning the next eAutoWorld.

The eAutoWorld Conference is a trade event which is focused on producing practical and realistic e-business partnerships and solutions for the automotive industry. It provides a forum for automotive manufacturers, distributors and parts suppliers to discover how they can not only survive in the new economy, but increase profits and improve their business. It unites the best and brightest minds in the e-business and automotive industries to learn how to most effectively bridge the gap.

The eAutoWorld Conference will be held at The Ritz-Carlton in Dearborn, MI on Wednesday, April 17th – Thursday, April 18th. Show hours are from 8:00 am – 7:00 pm on Wednesday and 8:00am – 3:00pm on Thursday. Full conference passes are \$595 and Expo Only Passes are free. For more information please visit www.eAutoWorld.com or call 1-800-830-3976.

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