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Moorea Marketing Lands 3-Year Contract With EMAP USA

Baltimore, MD – June 25, 2001 – Baltimore marketing firm signs a 3-year deal with one of the world's largest publishing companies, EMAP USA, to manage and operate the Home Entertainment Expo. This year's Home Entertainment Show was held in May at the New York Hilton and was co-sponsored by EMAP USA's Stereophile and Home Theater magazines. The event proved to be a huge success, and as a result, Moorea Marketing has been chosen to again manage the show for the next three years. Moorea Marketing handles various aspects of the show including sponsorship development, ad placement and show logistics onsite.

EMAP USA is a division of UK based Emap plc. The company is a leader among US media companies and is the home to such major publications as Teen Magazine, Hot Rod Magazine, Motor Trend Magazine, FHM and Home Theater Interiors Magazine. Formerly Emap Peterson, the publisher produces more than 110 magazines that span to over 90 million subscribers each month. For the 2000 fiscal year, their sales reached to over \$388 million, which was an 84.6 percent increase from the previous year.

The EMAP sponsored Home Entertainment Show is the largest Hi-Fi and Home Theater consumer show in the world, with over 100 exhibitors representing more than 268 brands at the 2001 show. The exhibits include listening booths, home theater demonstrations, seminars, live musical performances and one-on-one discussions with industry professionals. This year's show welcomed over 12,000 attendees and received high praises from industry gurus and consumers alike. Expectations were far exceeded in 2001, and Moorea Marketing hopes to make the expo an even bigger success for EMAP USA in the years to come. Greg Nivens, Moorea Marketing President, explains, "We are very excited about these upcoming shows and looking forward to outdoing ourselves next year!".

Moorea Marketing offers a full-service package that delivers innovative marketing solutions. Together with their in-house event management firm, ICE events, the company has the ability to create, develop and execute any promotion, event or idea. They strive to provide customized, superior service in order to achieve maximum brand awareness for their clients. For additional information on Moorea Marketing or ICE events LLC visit their website at <http://www.mooreamarketing.com> or call 410-769-8223.

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