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news
for immediate release

International CES[®] Extends Contract with GES[®] through 2013

GES Provides Superior Customer Service to International CES Exhibitors

Las Vegas, October 7, 2008 – GES Exposition Services, Inc. a national leader in exhibition and event services, announced that International CES[®] has extended its contract with GES to be the show's official services contractor. The International CES is the world's largest annual exhibition for consumer technology and America's largest annual exhibition of any kind. The International CES has grown continuously in both square footage and number of exhibitors, with the 2008 International CES featuring more than 1.7 million square feet of exhibition space.

"International CES is pleased to extend our contract with GES through 2013," said Karen Chupka, senior vice president of events and conferences for the Consumer Electronics Association (CEA). "GES shares our commitment to provide our exhibitors with the best service, value and eco-friendly, sustainable options throughout the show."

"GES has been the official services contractor for the International CES for 30 years, and we are proud to continue our strong relationship," said Kevin Rabbitt, president and chief executive officer of GES. "We work closely with CEA to ensure a successful show and to provide superior service to its exhibitors."

As part of GES' commitment to providing its clients with the best service in the industry, the company has adopted International CES' "Great service the S.U.R.E.SM way!" program. S.U.R.E., an acronym for providing service with a Sense of Urgency, Responsiveness and Empathy, has five key areas of focus: *measurable service; universal service training of employees and union partners;*

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leveraging leading technologies; recognizing achievements in customer services; and 24/7 accessibility. GES has delivered ongoing S.U.R.E. training to its employees and union partners across the country since the program's launch at the 2008 International CES, and has seen its already high client satisfaction scores grow by more than 10 percent.

ABOUT GES

Las Vegas-based GES Exposition Services, a subsidiary of Viad Corp (NYSE: VVI), services every major exhibition and event market across the United States, Canada, the United Kingdom, and in Abu Dhabi through the GES Worldwide Network. GES provides a wide range of services, including exhibition planning and design, turnkey and custom exhibit rentals, material handling, staging, overhead sign rigging, temporary electrical equipment, signs and graphics manufacturing, installation and dismantling labor, carpet and furnishings, and transportation services. GES produces many well-known shows including the International CES, Spring Fair Birmingham, International Council of Shopping Centers, MAGIC, and CONEXPO-CON/AGG and IFPE. For more information, visit www.ges.com.

ABOUT CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$173 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

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