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news
for immediate release

GLOBAL PARTNERSHIP A REALITY

GES Worldwide Network to Service Tarsus in Europe and U.S.

Las Vegas, May 20, 2009 – [GES Exposition Services, Inc.](#), a subsidiary of [Viad Corp](#) (NYSE: VVI), through the GES Worldwide Network, announced that it has signed an agreement with the [Tarsus Group](#) to serve as the official services contractor for [Labelexpo Europe](#) which will be held in Brussels September 23 – 26, 2009. Tarsus' relationship with GES in the U.S. and [Melville](#) in the U.K. was strong prior to GES' acquisition of Melville in 2007; now, through the GES Worldwide Network, a true global partnership has grown.

Tarsus management's relationship with GES goes back more than 20 years, and GES produces U.S. exhibitions for Tarsus including Off-Price Specialist Shows and World Anti-Aging Congress & Exposition. Labelexpo has also been a client of Melville for more than 15 years.

"Tarsus benefits from the global partnership it has with the GES Worldwide Network by having a team we trust to plan and execute our shows in the U.S. and now in Europe," said Tarsus Managing Director Doug Emslie. "Importantly, it demonstrates the benefit of long term relationships and how they can create strategic value. "

"This provides both organizations with the confidence of a team we know and a history of working together to plan and execute successful shows outside of the U.S.," said GES President and CEO Kevin Rabbitt. "We look forward to expanding our partnership with Tarsus into other continents."

"Melville is delighted to extend our relationship with Tarsus and provide a full menu of services for Labelexpo Europe," said Melville CEO Nick Marshall. "We look forward to servicing a truly international group of exhibitors in Brussels."

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Labelexpo Europe is the largest event for the label, product decoration, web printing and converting industry. Exhibition space for this year's show exceeds that of the record-breaking 2007 event.

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, Off-Price Specialist Show, and CONEXPO-CON/AGG and IFPE. For more information, visit www.ges.com.

About Tarsus Group

Tarsus Group is an international media company with a portfolio of exhibitions, conferences, publications and online media that span across the Americas, Europe, Asia and the Middle East. With its head office in London Tarsus also has offices in Paris (France), Milwaukee and Boca Raton (USA), Dusseldorf (Germany), Shanghai (China) and Dubai (UAE).

About Labelexpo

The Labelexpo exhibitions and summits organised by the Tarsus Group are the world's leading events for the label printing industry. Labelexpo exhibitions take place in Chicago (USA), Brussels (Europe), Shanghai (China) and Delhi (India). The educational aspect of the Labelexpo Series is represented by Label Summits, which take place in Mexico City, Sao Paulo, Guangzhou (South China) and the Digital Summit in Barcelona.

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