

Press Release

For Immediate Release

7/3/2011

SIGN CHINA has a remarkable success in 2011

SIGN CHINA 2011, together with the two collocated fairs – LED CHINA and LED LIGHTING CHINA – concluded on a high note at the China Import and Export Fair Pazhou Complex in Guangzhou, P.R. China on 4 March 2011. The 4-day event closed with record figures: 59,817 trade professionals (35% up on 2010) from 124 countries and regions, including 8,563 overseas visitors (26% increase from the previous edition), reaffirming SIGN CHINA's status as the world's definitive sign industry event and the largest sourcing platform for the industry.

Organised by UBM Trust Co Ltd (www.ubmtrust.com), the fair spanned more than 80,000 square metres of exhibition space hosting 1,237 exhibitors (23 percent increase over 2010) from Canada, Mainland China, Hong Kong, India, Italy, Korea, Russia, Singapore, Slovak Republic, Taiwan and the United States. The trust and support of the exhibitors had resulted in this excellent growth. At the same time, more than 140 journalists from 66 local and overseas media also participated to provide coverage of the fair.

SIGN CHINA covered traditional technology and products including indoor & outdoor signages, display equipment, large format printers, printing equipment, ink, consumables, engravers and laser cutters, etc., as well as presented leading-edge LED - a 'green' advertising medium - products. The combination of tradition and innovation showcased the most comprehensive exhibit scope spanning the entire industry supply chain.

"Environmentally-green" consumable products created a new buzz at the fair. More than 150 suppliers from home and abroad presented the latest products such as high-quality White Pigment Ink by Epson, Reactive Dye Inks by Shanghai INKWIN, Digital Textile Acid Ink for inkjet by TrendVision and Non-Woven PP and Woven PE material by NAR, leading the sign industry to a new era of 'green' printing.

LED displays continued to be the star of the fair with more than 200 well-known manufacturers showing their high-definition, high-quality, full-color displays. This includes the world's highest definition P3 LED Display by FOXCONN, the 3D LED Display by UNILUMIN, the 3-in-1 PH3.81 Indoor LED Display by LIANTRONICS, and the E1088 LED Display by Absen, combining to offer the best image quality and technology for a sumptuous visual feast.

SIGN CHINA 2012 will take place from 20-23 February 2012 at the China Import & Export Fair Pazhou Complex, Area B in Guangzhou. It will comprise 5 specialized sections in 11 halls, with a projected 1,500 exhibitors occupying 100,000 square metres in exhibition space offering the best-organised trading platform for the global sign industry. LED CHINA & LED LIGHTING CHINA will run during the same period in the same venue. For further information, please visit www.SignChina-gz.com.

- Ends -

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Notes to Editors

1. About UBM Asia (www.ubmasia.com)

Owned by UBM listed on the London Stock Exchange, UBM Asia operates in 16 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 200 media products in three categories: trade fairs, print and online media products. As Asia's leading exhibition organiser and the biggest commercial organiser in China, we stage the leading events of their kind across Asia. Our 150 events, 34 publications and 14 vertical portals serve a 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events,

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quality and instant news on market and industry trends and round-the-clock online trading networks and sourcing platforms. We have over 800 staff in 17 major cities across Asia, stretching from Japan to Turkey.

2. About United Business Media (www.ubm.com)

UBM focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetisation of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 5,900 staff in more than 30 countries are organised into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

3. About UBM Trust Co Ltd (www.ubmtrust.com)

UBM Trust has extensive experience in organising large-scale exhibitions covering different industries in China, as well as organising Chinese enterprises to participate in famous fairs abroad. Its flagship events are for sign and LED industry. It takes pride in providing professional high-quality services to its customers.

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