

MEDIA RELEASE

BizParade.com.au Launches ***A hot new online directory and digital magazine for*** ***Australia's meetings and events industry***

For Immediate Release: Sydney, Australia [7 August 2007]:

www.BizParade.com.au, the first online directory, digital magazine and business network for Australia's meetings, conferences and events industry launches Tuesday 7 August 2007.

The new BizParade online directory will provide planners, based domestically and overseas, holding business and consumer events in Australia with a quick and seamless 'one-stop-shop' for essential information and vendor listings.

BizParade's digital magazine will inform the industry with the best ingredients of venue and supplier search, news, reviews, jobs, blogs and links. This all-in-one online magazine will be emailed fortnightly to thousands of Australian and global subscribers.

With the aim of '*Inspiring Events in Oz*' and promoting Australia as a national and international event destination, BizParade.com.au is the brainchild of Lindy Andrews, a veteran of the tourism and events industries, and developed with Brad Foote. It is backed by their team of event experts and publishing professionals.

www.BizParade.com.au Director Lindy Andrews said, "Australia figures as one of the World's most popular meeting and event destinations. Besides an impressive variety of landscapes, an envious climate, delicious cuisine, renowned wines and a unique range of cultures, the region offers a broad choice of quality venues and services for organising events of all types.

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“But there was one thing lacking – an all-in-one free portal, directory and magazine offering event organisers from around the world, and locally, a comprehensive range of event-related resources throughout Australia, with the chance to engage the services of these suppliers directly.”

BizParade.com.au, aims to do just that. It offers event organisers – be they in-house event managers, PR firms, marketing agencies or just someone who wants to organise a private celebration – with assistance in finding a suitable venue, engaging the services of the suppliers, or simply providing general information.

Managing Director of DGSE – David Grant said, “It’s great that BizParade is launching in Australia. The other versions of this idea around the world are fabulous and I’m sure this will be equally as essential. Anything that encourages innovation, ideas and creative style in one easy to find site is so welcome.”

Additionally the fortnightly digital magazine will cover the industry’s main fairs both in Australia and abroad, feature local, regional and international news, have member contributions, articles on marketing and technology, expert opinions, as well as a section devoted to last minute offers and packages.

BizParade.com.au already has thousands of listings, including all types of venues, from spas, charming hotels and golf resorts to heritage buildings. A great variety of organisers including destination management companies, professional event organisers, incentive houses, team-building agencies and party organisers will be able to promote and advertise their services on the site. Many professional suppliers, such as caterers, audio-visual services, event personnel agencies, translators, advertising and PR agencies, and transport and production companies will also be included.

Vice President of the Exhibition & Events Association of Australia Matthew Pearce said, “I think BizParade.com.au is a sterling new resource for any business. Being able to target and reach both domestic and international planners holding events in Australia in one place is an ideal method of promoting a company’s services.

“It’s great exposure for the whole industry worldwide, not to mention providing a vital news source of best practice from here and around the world. It’s so rare to find a new service that supports and unifies an industry as well as its growth. It should help

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unite the fragmented events industry in Australia. And as a result should help those who embrace BizParade increase their margin and profitability within the growing competitive market of meetings and events.”

Lindy Andrews said, “Our objective is for BizParade.com.au to become a benchmark for event and meeting organisation in Australia. As BizParade establishes itself as an industry authority, it will be the first place for event suppliers to network and market their products and services. We’ll support and develop the nation’s events industry by marketing and promoting the site’s services in Australia, Asia Pacific, Europe, and North America to start. We envisage that the additional global alliances we establish will further strengthen our ability to promote and boost Australia’s meetings, conference and events industries.

“With the federal and local Tourism Ministers working to capitalise on all that Australia offers as an event destination, the timing of BizParade’s launch is ideally situated. We’ll be able to spur the industry’s growth by filling what we think is a crucial gap in the market – ***a single source for all Australian events.***”

Richard Waddington CEO First Protocol London & Champion LondonMice said, “Technology has changed the way we and the world function. Information and knowledge today is free and accessible at the click of a button, it’s what you do and how you use that information and knowledge that makes you different.

“I founded www.londonmice.co.uk two years ago. A not for profit organisation to help small companies in the MICE industry build their businesses and in turn build and professionalise the industry. The site received over 350,000 hits last month (June 07) 20% of these from outside of the UK; our user base is growing at an average of 15% per month. Members are getting exposure, receiving business leads, networking and collaborating with one another, I’m pleased to see this concept being initiated in Australia, we look forward to collaborating with BizParade.”

Anyone interested in receiving a free subscription to the digital magazine and having their company listed in the online directory can register at:

www.bizparade.com.au.

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For further information, photos or interviews please contact:

Lindy Andrews, Director, BizParade Media Pty Ltd

Julia Vargiu, Public Relations

www.bizparade.com.au

+61 (0) 414 326 747

+61 (0) 408 860 471