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FOR IMMEDIATE RELEASE

**EMS Today One of the
50 Fastest Growing Trade Shows in North America**
First-Time Honors for Growing EMS Event

(Norwalk, CT -- August 2009) – EMS Today Conference & Exposition has been named one of the Fastest 50 growing trade shows in North America by leading industry publication *Tradeshaw Week* – earning the award for the first time in the seven-year history of the publication’s program. The “Fastest 50” recognizes the fastest-growing trade and consumer shows over the period of the previous three years. Produced in conjunction with Elsevier Public Safety’s *JEMS (Journal of Emergency Medical Services)* and Reed Exhibitions, EMS Today serves over 4,200 EMS professionals every year.

The “Fastest 50” winners are selected based on their growth in net square footage over the previous three years. The judging team is comprised of the editorial and research staff at *Tradeshaw Week* but is based on objective metrics. Three top prizes will be awarded in November at a special gala for all 50 winners in categories including the fastest growing trade and association show, the fastest growing consumer show, and the overall fastest growing show.

“We are honored to be selected as one of the fastest 50 growing shows,” said Jeff Berend, Vice President/Publisher of Elsevier Public Safety, “It truly validates the great strides EMS Today has made in recent years in evolving from an education-driven event to an all-encompassing resource for EMS professionals to network, advance their careers – and source the latest products.”

“As the only trade show serving EMS professionals to attain this status in 2009, and in a difficult year for trade events, we’re pleased that EMS Today is the event of choice for manufacturers to conduct business, launch new products and come together with key buyers,” said Christine Ford, Event Director, Reed Exhibitions. “We want to thank our customers for their support and participation over the years and for validating our business model with emergency services professionals.”

Reed Exhibitions earned recognition not only for EMS Today, but for ISC West, serving the physical security market; The SHOT SHOW, an outdoor sports, shooting and hunting exhibition and conference, sponsored by the NSSF; New York Comic Con; and PAX, a pop culture and gaming event.

For more information on the EMS Today Conference & Exposition, please visit www.EMSToday.com.

About EMS Today

EMS Today is owned by Elsevier Public Safety and produced in conjunction with Reed Exhibitions. Elsevier Public Safety, an Elsevier business unit located in San Diego, Calif., produces public safety products and services including JEMS (Journal of Emergency Medical Services), FireRescue Magazine, Law Officer, EMS Today Conference and Exposition, www.JEMS.com, FirefighterNation.com, www.LawOfficer.com and other products.

Elsevier is a world-leading publisher of scientific, technical and medical information products and services. Working in partnership with the global science and health communities, the company publishes more than 1,800 journals and 2,200 new books per year. Elsevier (www.elsevier.com) is a global company headquartered in Amsterdam, The Netherlands and has offices worldwide. The company is part of Reed Elsevier Group plc (www.reedelsevier.com), a world-leading publisher and information provider. Operating in the science and medical, legal, education and business-to-business sectors, Reed Elsevier provides high-quality and flexible information solutions to users, with increasing emphasis on the Internet as a means of delivery. Reed Elsevier's ticker symbols are REN (Euronext Amsterdam), REL (London Stock Exchange), RUK and ENL (New York Stock Exchange).

Reed Exhibitions is a world leader in creating high profile, targeted industry events where buyers and suppliers come together to do business. Every year, Reed events bring together some 160,000 suppliers and over nine million buyers from around the world. Today, Reed events are held in 35 countries throughout the Americas, Europe, the Middle East, Africa and Asia/Pacific, and are organized by 30 fully staffed offices. Reed's portfolio of 470 events services 49 industries in 12 key sectors.

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