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ASSOCIATIONS AND COMPANIES NOW GET EVENT MANAGEMENT AND STRATEGIC GUIDANCE SOLUTIONS FROM BEIJING

MCI continues expansion in China and opens MCI Beijing office

Beijing, China - 21 April 2009. MCI continues its expansion throughout China following the successful launch and growth of its MCI Shanghai office in 2006 and the opening of MCI Hong Kong in 2008. Today, MCI Beijing will open its doors to provide operational excellence in event management and strategic guidance solutions for associations in the Central Business District of Beijing.

MCI Beijing has substantial business secured not only for the rest of 2009 but also in 2010. In July 2009, MCI will welcome 3,000 delegates representing the Million Dollar Round Table, a global life insurance and financial services association, to Beijing for a two-day event filled with networking, industry knowledge sharing and sessions to inspire entrepreneurial spirit. In 2010, MCI Beijing will manage the World Congress of Cardiology, expecting over 20,000 medical professionals from all over the world who will engage and connect with each other for a full week of educational and technical sessions, networking and social occasions.

"It is my honor to join MCI and lead its 34th office worldwide. I am extremely impressed with the advancements China has made in the Meetings and Events industry; I greatly look forward to contributing to the industry's success and to MCI Beijing's development. I have no doubt we will be able to exceed our clients' expectations in creating memorable experiences," stated Suvi Saxén, General Manager, MCI Beijing. Ms. Saxén has over 20 years experience in the meetings industry both in Europe and the USA; she recently relocated from Finland to China to lead the opening and on-going management of the MCI Beijing Office.

"We have been extremely satisfied with our presence and business development successes in China", said Robin Lokerman, CEO, MCI Institutional Division and President of MCI Asia Pacific. "Several of our corporate and association clients are interested in bringing their events to Beijing; we see great potential for our event and association management business in Beijing and expect significant growth over the next few years."

Ms. Saxén will lead a team of experts to manage events and to build associations' communities through strategy and local membership development. The team includes seasoned professionals who previously worked at MCI Hong Kong and MCI Shanghai. "From my time at MCI Shanghai, I have already spent much time in Beijing working closely with local government entities and local membership communities to expand our client's influence. I look forward to continuing such relationships and cultivating new ones now that I am based in Beijing," said Cheryl Siow, Director—Institutional Division.

ABOUT MCI

Founded in 1987 and with 34 offices throughout Europe, Middle East, Latin America and Asia Pacific, MCI is the thought-leader in building community around brands, products and services for companies and institutions. MCI employs 800 professionals and its budget under management by year end 2008 was 210 million Euros. In 2008, MCI's Asian operations recorded an increase of 182% compared to 2007. To learn more about MCI's global reach, visit: www.mci-group.com

For further information please contact:

Vanessa Sharp
Group Communication Director

MCI HQ Office
75 Rue de Lyon
1211 Geneva 13
Switzerland
Phone: +41 (0)22 33 99 544
vanessa.sharp@mci-group.com

Suvi Saxén
General Manager

MCI Beijing Office
The Exchange Beijing, Unit 181
118, Jianguo Road, Chaoyang
District Beijing 100020, China
Phone: +86 137 1794 5447
suvi.saxen@mci-group.com

Michele Sanvictores
Director, External Relations—AP Region

MCI Shanghai Office
Suite 2302, Wise Logic International Centre
66 North Shanxi Road
Shanghai 200041, China
Phone: +86 21 5116 0264
michele.sanvictores@mci-group.com