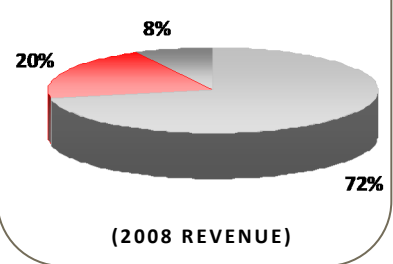


Exhibitgroup/Giltspur



REPORTABLE SEGMENTS

- GES Exposition Services, Inc.
- Experiential Marketing
- Travel & Recreation



COMPANY PROFILE

VVI
LISTED
NYSE

Exhibitgroup/Giltspur (EG) is an award-winning experience marketing agency specializing in exhibits, events, permanent installations and other marketing services for diverse clients from around the world. EG's clients participate in exhibitions, corporate and specialty events, road shows and other "face-to-face" marketing. EG also produces kiosks for shopping malls and retail stores.

With the acquisition of The Becker Group, Ltd. in 2008, EG expanded its creative and design capabilities to include a greater variety of immersive, entertaining attractions and brand-based experiences, sponsored events, mobile marketing tours, and holiday-themed experiences for clients, including shopping malls, movie studios, museums and leading consumer brands. Recent branded entertainment projects include the museum touring exhibitions "The Chronicles of Narnia: The Exhibition" and "Harry Potter: The Exhibition," which premieres at Chicago's Museum of Science and Industry in April 2009.

LOCATIONS

With facilities throughout North America and Europe, plus strategic alliances around the world, EG delivers seamless service for its clients.

- USA:** 7 offices; 21 multi-use facilities
- Canada:** 1 office
- UK:** 2 offices
- Germany:** 2 multi-use facilities

DISCERNIBLE DIFFERENCES

EG combines its core services of custom design, construction and marketing expertise with an ability to provide complete event program management services that meet a client's long-term marketing needs and ensure the best handling of the client's event program.

EG HEADQUARTERS

Dallas, TX
www.e-g.com

KEY PRODUCTS AND SERVICES

- Design and creative services
- Integrated marketing and CRM
- Program management and measurement
- Exhibit fabrication
- Logistics management
- Maintenance and warehousing
- Staff training
- In-house installation and dismantling
- Holiday-themed events and experiences
- Branded entertainment services
- Portable / modular exhibits
- Kiosks and permanent installations

CLIENTS

EG services primarily major domestic and international corporations, including Fortune 1000 and Global 500 clients.