



130 7th Avenue
Suite 224
New York, NY 10011
USA
t +914 509 5354

Suite 6, 5-7 Holt Street
McMahons Point
NSW 2060
Australia
t +61 2 9955 7400

PO Box 31204
Tokai
Cape Town 7966
South Africa
t +27 21 460 0434

Eventure Events and Eventful Management merge to form The Eventful Group

6 March 2011

Dear Customer, Partners, and Communities,

If you've attended a conference of ours in the US or Canada, you'll know us as Eventure. If you've attended a conference of ours in Australasia or Africa, you'll know us as Eventful.

From today, you'll start to know us as The Eventful Group.

We are excited to share with you the merging of our two companies, both of whom are famous for building and galvanizing thriving communities of common interest.

By grouping our shared values, our experience in delighting customers, and our passion for producing outstanding events, we will be even better placed to deliver powerful programs that bring together people and organizations.

Thank you for your loyalty and support, and welcome to The Eventful Group and the possibility that together we can make an even bigger difference to business people and communities.

Best regards
The Eventful Group Board and Staff

For more information on this exciting merger, please contact:

Sydney: Greg Healy - Group CEO
+61 450 902 702
greg.healy@theeventfulgroup.com

New York: Steve Sinkoff - MD, Americas
+1 917 414 2933
steve.sinkoff@theeventfulgroup.com

Cape Town: Steve Morris - MD, New Markets
+27 83 401 4885
steve.morris@theeventfulgroup.com

About The Eventful Group

The Eventful Group builds communities of common interest in two specialized domains: Enterprise Technology and Enterprise Asset Management. We are passionate about connecting people who share common goals. We take special care of each and every customer. And we are focused on creating an environment of open communication. It's this spirit of community that encourages delegates, partners and speakers to break through barriers, engage in brave conversations and form lasting relationships.

Learn more about our company at www.theeventfulgroup.com