

## PENTON MEDIA NAMES DAVID KIESELSTEIN CHIEF EXECUTIVE OFFICER

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NEW YORK, JANUARY 30, 2012 – Penton Media, Inc., the largest privately held business to business media company providing content, insight and marketing to 17 industry sectors, today announced that David Kieselstein, previously Chief Executive Officer of TNS North America, has been named Chief Executive Officer of Penton Media and will join the Penton Board of Directors, effective immediately. Mr. Kieselstein will be based in New York.

“We are thrilled that David has agreed to lead Penton at this exciting time in its development,” said Tyler Zachem and Anup Bagaria, Co-Chairmen of Penton Media. “David’s in-depth knowledge of the media and marketing industries, proven leadership skills and tremendous strategic vision make him the ideal executive to take on this important role. His longstanding track record of identifying new areas of growth to accelerate bottom line performance will be instrumental as Penton continues to broaden its digital solutions, enter new industry sectors, and explore growth markets outside the US. We are confident that, with the addition of David, we have the right team in place to drive growth and propel Penton further along this path.”

“Penton is an exceptional company with market leading content, events and digital solutions serving more than 20,000 marketers and 6 million users,” said David Kieselstein. “The Company operates from a position of strength with the #1 or 2 brands in most sectors and has one of the strongest executive teams and the most experienced staff in the industry. We also are fortunate to have excellent support in our owners Wasserstein & Co and MidOcean Partners. Our Board of Directors sees significant opportunity ahead for Penton Media as we continue to position the Company’s portfolio for long-term success.”

Since 2008, Mr. Kieselstein has served as Chief Executive Officer of TNS North America, a division of WPP and the world’s largest custom market research company, which provides high-quality market research insights to Fortune 500 clients in virtually all industries. During his tenure at TNS, he embarked on a full transformation of the company’s operations, which resulted in a significant improvement in profitability across TNS’ broad offering, including innovation, brand and communications, retail and shopper, and stakeholder management practices. He also drove a significant increase in employee satisfaction to the highest level of all TNS regions globally.

From 2006 to 2008, Mr. Kieselstein led Dun & Bradstreet’s Small Business Division, the company’s largest and fastest growing division. While at D&B, Mr. Kieselstein integrated three distinct operations into a single, customer-centric business unit, and he launched several new product suites that accelerated overall performance. He also served as a member of the company’s Global Leadership Board.

Kieselstein spent the majority of his career at with Time Warner where he served in a range of key leadership roles. As Chief Executive of the Parenting Media Group, he repositioned the Parenting brand, resulting in 30% revenue growth and the unseating of the long time category leader within 18 months. In addition, Parenting was awarded the National Magazine Award for General Excellence, the industry’s top honor. As President and Chief Executive of the Personal Finance Media Group, Kieselstein created a partnership with CNN that resulted in the creation of CNNMoney, one of the world’s most successful personal finance web properties. Earlier in his career, he also held a number of marketing management positions at FORTUNE Magazine, and launched Time Inc.’s centralized direct marketing and database

division. Mr. Kieselstein holds an MBA from Northwestern University's Kellogg Graduate School of Management, where he serves on their Alumni Board. He received his BA in Economics from Binghamton University.

#### About Penton Media, Inc.

As a leading, independent, business-to-business media company, Penton knows business and how to create and disseminate the vital content that moves markets. Penton is where professionals turn to gain the critical insight, expert analysis, and relevant connections needed to compete and succeed. The Company is headquartered in New York City with approximately 1,100 employees across key locations throughout the world including New York; Cleveland; Chicago; Overland Park, Kansas; Boulder, Colorado; Fort Collins, Colorado; and Hong Kong. Penton is a privately held company owned by MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP, and its co-investors. For additional information on the company and its businesses, visit [www.penton.com](http://www.penton.com).

Some of Penton's brands are Industry Week, New Hope Natural Products, American City and County, Registered Rep, Nation's Restaurant News, Supermarket News, Ward's and Farm Press.

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