

FOR IMMEDIATE RELEASE

CONNECT IS GOING GLOBAL

ATLANTA, December 8, 2016—Connect announced this week its acquisition by the international business-to-business media group Tarsus. “Connect is a strong brand led by an entrepreneurial team with a track record of delivering exceptional growth. There is a great opportunity to quicken that growth further by expansion and replication within the U.S. and other selected territories and to launch into new verticals. I would like to warmly welcome the Connect team on board,” said Tarsus Group Managing Director Douglas Emslie.

Connect President Chris Collinson will remain president and CEO alongside the current Connect staff. The Connect brand, including all events and publications, will continue and remain under the name Connect. “I look forward to better serving our clients through the broad international reach of the Tarsus Group as we expand within the meetings, events and sports tourism industry,” says Collinson.

Tarsus is an international business-to-business media group with interests in exhibitions, conferences, education, publishing and online media. For more information, visit tarsus.com.

ABOUT CONNECT

Connect is a leader in the meetings, travel and tourism industry. Specializing in destination marketing, the company produces digital programs, online and mobile solutions, meetings business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines, and destination information, which is distributed through broadcast and custom programs. More information about the company's brands and services is available at connectmeetings.com.

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