



NEWS RELEASE

For immediate release

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PennWell Corporation Launches TAK-Response California Conference & Exhibition.

Event to Focus on Disaster Preparedness and Threat-based Training for First Responders.

Fairlawn, NJ//November 12, 2009—PennWell Corporation announces today its partnership with Mr. Wayne Womack, Firefighter/Paramedic with the San Bernardino Fire Department, to launch TAK-Response California Conference & Exhibition in San Jose, California, September 14-16, 2010.

Embracing the theme “When Seconds Count...,” TAK-Response California will provide real-time, threat-based training for law enforcement, fire service, EMS/Medical, Homeland Security and other disaster communities. This unique event is expected to unite more than 1,000 first responders across the state of California to discuss challenges and issues surrounding tactical preparedness for potential catastrophic situations.

“TAK-Response California is the opportunity we have been looking for since the horrific tragedy of September 11, 2001. Whether disasters are man-made or natural, we need to best serve the emergency response community with critical training and tactical preparedness programs. Our mission is to provide the brave individuals serving on the front lines of disaster with life-saving information, and to offer a dynamic platform where key organizations can come together to discuss tactical preparations for current and future threats,” said Mr. Eric Schlett, Vice President of PennWell’s Emergency Response Division.

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A culmination of expertise with Womack's deep understanding of the California first response service and PennWell's experience in producing FDIC – the world's largest firefighter training event – and *Fire Engineering* magazine, TAK-Response California will include a multi-track conference program alongside an exhibition of companies that provide equipment and services to the industry.

“Our measure of success with this event will be in the ultimate reduction of line-of-duty deaths and injuries. The management team of TAK-Response California is committed to a true ‘where the rubber meets the road’ approach to preparing first response teams for situations when split-second decisions can mean the difference between life and death,” said Womack.

TAK-Response California's inaugural event will be held September 14-16, 2010 at the San Jose Convention Center in San Jose, CA.

About PennWell Corporation

PennWell Corporation is a diversified business-to-business media and information company that provides quality content and integrated marketing solutions for the following industries: Oil and gas, electric power, renewable energy, water, electronics, semiconductor, contamination control, optoelectronics, fiberoptics, enterprise storage, fire, emergency services and dental. Founded in 1910, PennWell publishes 75 print and online magazines and newsletters, conducts 60 conferences and exhibitions on six continents, and has an extensive offering of books, maps, web sites, research and database services. In addition to PennWell's headquarters in Tulsa, Oklahoma, the company has major offices in Nashua, New Hampshire; Houston, Texas; London, England; Fairlawn, New Jersey; Moscow, Russia; and Hong Kong, China. For additional information about PennWell, visit www.pennwell.com.