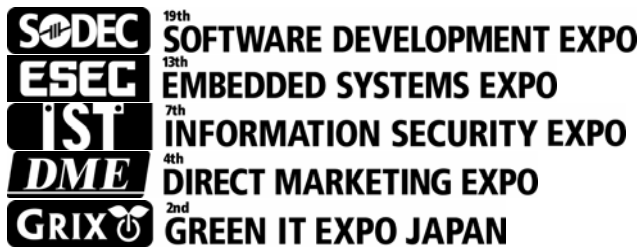


FOR IMMEDIATE RELEASE



The Japan's largest IT show with 1,206 exhibitors and 122,371 visitors It has broken a previous record!

Japan's largest IT show reached a record-high number of visitors

1,206 exhibitors and a record 122,371 visitors converged at the Tokyo Big Sight from May 12-14, 2010, which is Japan's largest IT show organised by Reed Exhibitions Japan Ltd. This IT show has once again confirmed that this is one of the most important annual events for the IT industry. This year, the line-up of 19th Software Development Expo (SODEC); 15th Data Warehouse & CRM Expo (D&C); 13th Embedded Systems Expo (ESEC); 12th Data Storage Expo (DSE); 7th Information Security Expo (IST), 5th RFID Solutions Expo (RIDEX), 4th Direct Marketing Expo (DME), 4th Web & Mobile Marketing Expo (Web-Mo) and 2nd Green IT Expo Japan (GRIX) was further enhanced by the introduction of the new Cloud Computing Expo Japan (CLOUD JAPAN).

Starting opening day, there were long lines in front of the ticket counters and the exhibition halls were filled with visitors, who looked for technical support or considered implementing new systems or products into their business. At the same time, exhibitors showcased state-of-the-art products and technology and also set up business meetings to grasp the new and best business opportunities. We saw many exhibitors have concrete business meetings with users and receive significant sales results. The seminars held along with the show had a record number of 19,296 attendees and attracted the industry's attention.



The show used both of the East and West Exhibition Halls.



Enthusiastic business deal negotiations were underway in the booths.

Next CLOUD JAPAN will be held in November at Makuhari Messe

As a long-awaited exhibition in its industry, the first Cloud Computing Expo Japan (CLOUD JAPAN) drew the attention of many visitors. In response to the explosive excitement received from participants even before the first exhibition and rapid market expansion, Show Management has come to a decision to organise a 2nd Cloud Computing Expo Japan (CLOUD JAPAN AUTUMN) in November 2011 at Makuhari Messe. At the 1st CLOUD JAPAN, exhibitors and visitors showed high satisfaction and they anticipate more business opportunities with CLOUD JAPAN AUTUMN. Many exhibitors and companies, who are considering exhibiting at the next CLOUD JAPAN, were impressed with the enthusiasm of visitors and the majority of them are willing to exhibit at the highly-promising CLOUD JAPAN, which attracts a large number of quality visitors. Visitors also are expected to visit the next CLOUD JAPAN for the full 3 days to find solutions to implement in their businesses.

450 exhibitors and 50,000 visitors are expected to participate in the 2nd Cloud Computing Expo Japan in November. A great number of data center operators information systems managers, management executives, sales managers, administrative managers and managers from divisions who use various systems, will visit CLOUD JAPAN AUTUMN to conduct business, face to face with exhibitors. It is assured that CLOUD JAPAN will stimulate the cloud computing market and encourage its market growth. Applications from exhibitors are currently being accepted and Show Management has already received a large number of inquiries. Please submit applications early, as the application process will close when the exhibition spaces are filled. Please direct all inquiries and applications to the contact shown below.

^{2nd}
CLOUD COMPUTING EXPO JAPAN
CLOUD JAPAN AUTUMN

- Show: 2nd Cloud Computing Expo Japan (Cloud Japan Autumn)
- Dates: November 10 (Wed) – 12 (Fri), 2010
- Venue: Makuhari Messe
- Organised by Reed Exhibitions Japan Ltd.

Contact:
Cloud Computing Expo Japan C/O Reed Exhibitions Japan Ltd.
TEL : 81-3-3349-8504 E-mail : cj@reedexpo.co.jp URL: <http://aki.cloud-japan.jp/>

Next IT show will be held in May 2011. Running out of exhibiting spaces!

The next show will be held from May 11 (Wed) – 13 (Fri), 2011. Many exhibitors are willing to enlarge their booths and most of them already booked next year's exhibiting space during the exhibitions. Show Management strongly recommends that all interested companies reserve their booths as soon as possible, as space is limited.

Software Development Expo (SODEC) Embedded Systems Expo (ESEC) Information Security Expo (IST) Direct Marketing Expo (DME) Green IT Expo Japan (GRIX)	Data Warehouse & CRM Expo (D&C) Data Storage Expo (DSE) RFID Solutions Expo (RIDEX) Web & Mobile Marketing Expo (Web-Mo) Cloud Computing Expo Japan (CLOUD JAPAN)
<ul style="list-style-type: none">■ Dates: May 11 (Wed) – 13 (Fri), 2011■ Venue: Tokyo Big Sight■ Organised by Reed Exhibitions Japan Ltd.	
<p>Contact: Reed Exhibitions Japan Ltd. TEL : 81-3-3349-8504 E-mail : sodec@reedexpo.co.jp URL: http://www.sodec.jp/en/</p>	

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