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For Immediate Release



JLC LIVE DELIVERS A STRONG 2009 NEW ENGLAND EVENT

Dallas, TX – April 20, 2009 – Once again residential construction professionals from across New England filled the Rhode Island Convention Center March 18-21 for the JLC LIVE Residential Construction Show in Providence, RI. In these uncertain economic times this event confirmed that the building industry is still thriving in New England.

The qualified audience was made up of 6,682 residential builders, remodelers, general contractors, architects/designers, subcontractors and building material dealers from across New England.

“The show had a tremendous turnout and produced great leads for SoundSense,” said Trish Kern, Director of Strategic Planning and Product Development for the company. “The staff at JLC LIVE did a great job getting eager attendees to the show. The Providence show is notoriously the best 'Live' show in the circuit, but to date this was the best show I have ever been a part of.”

“In these times, the people that are spending the money to go to a show are definitely serious buyers, and this was evident at JLC LIVE,” says Matt Rosenberg from Bainbridge International, Inc.

This year 176 companies filled the exhibit hall floor and lobby providing attendees with over 46,000 square feet of products, services and live educational demonstrations.

In addition to meeting face to face with manufacturers and distributors attendees also had the opportunity to gain first hand knowledge through live, interactive demonstrations on the exhibit hall floor, an aspect unique to JLC LIVE. This year there were a total of 11 Building Clinics; major sponsors included AZEK, Marvin Windows and Doors, Grace and MiTek. The premier sponsor was Festool. Clinic presenters included top industry specialists Gary Katz, Mike Sloggatt, Tom Brewer, Mike Guertin, Rick Arnold, Jed Dixon, Bill Robinson, Myron Ferguson, Michael Byrne, Frank Caputo, Greg Burnett, Tom Carty, Kurt Filan, Kyle Dunkley and Andy Engel. In addition to the clinics the show featured three Exhibitor Demonstrations presented by Andersen Windows and Doors, JamesHardie and Therma-Tru as well as a Deck Demo presented by AZEK Deck.

“The hands on workshops and seminars are a big draw to your show and having an exhibition is just another feature,” comments Matt Rosenberg from Bainbridge International, Inc.

To round out the educational experience at the show, JLC LIVE also offered attendees a four day conference featuring in-depth, real world construction education. Over 70 sessions were available and ranged from full day sessions to hour and a half sessions that covered a wide range

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of relevant topics. Conference tracks included: Money & Profitability, Kitchen & Bath, Energy & Building Performance Strategies, Advanced Business Strategies, Professional Development, Sales & Marketing and more. Networking Roundtables gave attendees the opportunity to network and discuss issues relevant to their own business.

One conference attendee commented that “If there is ever a time to educate yourself, the time is now.”

An exciting new addition this year was the Keynote Address presented by Dr. John Straube. Sponsored by Huber Engineered Woods, Dr. Straube focused on several of our biggest problems – energy supplies, buildings and the environment.

The JLC LIVE Welcome Party proved to be a great way to wind down after the first day of the show. In addition to listening to the tunes of Carl Hagstrom and Mike Kennedy, Tools of the Trade magazine presented Marshall Burns the Tools of the Trade Lifetime Achievement Award.

JLC LIVE New England 2010 will be held at the Rhode Island Convention Center in Providence, RI. The Conference will be held March 24-27 and the Exhibits will be held March 26-27. For more information about JLC LIVE please visit www.JLCLIVE.com.

About Hanley Wood

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America’s leading publisher of home plans. **Hanley Wood Exhibitions** (Dallas) conducts events serving the industry’s strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

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