

PRESS RELEASE

iTEN Media & ITE Group Plc to jointly organise Petrotech 2010

New Delhi, 21st December, 2009: [iTEN Media Pvt Ltd](#), a diversified media group launched in early 2009 by former Reed Exhibitions executives today announced that it has signed an agreement with [ITE Group Plc](#) to jointly organise [Petrotech 2010](#), Asia's premier energy event. Petrotech is held biennially under the aegis of the Ministry of Petroleum and Natural Gas, Government of India, and it will be held from 31st October to 3rd November 2010 in New Delhi.

As per the agreement iTEN Media will be responsible for the entire project management including domestic sales, marketing, on-site operational and technical issues with ITE covering the international sales and promotion of the event. iTEN Media supported ITE's bid to organise the 9th edition of this mega event.

The Petrotech series of International Conference and Exhibitions is a prestigious biennial platform for the global energy industry. The 8th edition of the event in 2009 attracted over 4,000 delegates, speakers and guests and over 270 exhibitors promoted their products and services to more than 13,000 business visitors. The theme of the next edition is "Global Energy Equilibrium"

iTEN's CEO, Abhishek Bhatnagar said "We are delighted to start a relationship with ITE Group Plc, the agreement to jointly organise the 9th edition of Petrotech is an affirmation of iTEN Media's expertise to market, manage & organise large scale trade shows in India & iTEN's in-depth understanding of the rapidly growing Oil & Gas industry in India. Team iTEN's unmatched expertise in delivering hugely successful past editions of Petrotech coupled with ITE global expertise in operating some of the world's largest Oil & Gas events would help in making Petrotech 2010 a top ranking global event par excellence."

Mr. Bhatnagar further said "In a short span of just nine months since inception, iTEN Media has come a long way; having delivered a hugely successful maiden edition of our first event Delhi International Jewellery Show (DIJS' 09) concluded last week, the agreement to jointly organise Petrotech 2010 with ITE Group Plc is iTEN's second milestone in our very first year of operations."

Note for Editors:

iTEN Media Pvt Ltd:

iTEN Media is India's leading provider of business to business products & services across multiple & integrated media platforms. Backed by industry research & expertise, exceptional networking with governments, trade and allied agencies; iTEN services its customers through its distinctive range of high quality trade information services & marketing opportunities, delivering value-added business and networking opportunities for its customers.

ITE Group Plc:

ITE is one of the world's leading organisers of international trade exhibitions and conferences and specialises in organising events in growing and developing markets. ITE organises around 180 exhibitions and conferences each year in 11 countries. In 2009, ITE Group plc generated £116.7 m revenue which contributed towards a strong balance sheet with net cash of £21.3 m by year end.

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