



PRESS RELEASE
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MCI REINFORCES POSITION IN ARGENTINA AND DUBAI WITH NEW ACQUISITIONS AND ANNOUNCES PLANS TO GROW PUBLIC AFFAIRS PRACTICE

Geneva, Switzerland, February 8th, 2011 – MCI announces plans to accelerate growth in 2011 and beyond. Through a series of new strategic partnerships and acquisitions MCI, leading global association, communication and event management group, confirms plans to grow revenues by over 20% in 2011, with an emphasis on strong emerging markets and expanding its product offering to clients.

Further acquisitions in Argentina and Dubai strengthen MCI's presence and value proposition in Latin America and the Middle East. In February 2011, Kaizen Eventos will become part of MCI. Established for over 15 years, Kaizen Eventos is a market leader in Argentina in the field of corporate events, with a strong presence in the Finance, Insurance and FMCG sectors and capabilities in creative communication and technical production.

In the same month, Infomed Events, based in Dubai, will join MCI. Infomed Events handles all aspects of event and congress management for corporations and associations. Established in Dubai since 2004, Infomed Events specializes in the medical and pharmaceutical industries and has a strong existing client base all over the Middle East & Gulf regions.

These additions whilst reinforcing its global position, will enable MCI to offer more integrated solutions for clients in these growing markets.

MCI reinforces its public affairs practice and enhances its offering to associations around the globe. The appointment of Fred Soudain, founder and partner of LOGOS Public Affairs (an independent Brussels-based public affairs firm) will enhance MCI's Public Affairs offering to association clients. MCI Public Affairs will focus on assisting organizations with strategy and public policy implementation through its expertise in a vast spectrum of policy fields including health, consumer, automotive, transport, energy & environment and sport.

MCI is accelerating its growth strategy by raising 8 million euro in equity funding from Iris Capital. This additional funding will be used to reinforce MCI's position in key growth markets and add new service lines. "This transaction is a testament to the solidity of MCI and our value proposition for our clients as we stride confidently into this new and exciting era for the global meetings and events industry." comments Sébastien Tondeur, CEO of MCI.

ABOUT MCI

MCI is a globally integrated Association, Communication and Event Management Company. Since 1987, MCI has created corporate events, meetings and incentives; association and governmental conventions, congresses, exhibitions; and managed and provided consulting to associations. MCI's mission is to help companies, governments and associations bring people together to create meaningful connections and win.

MCI provides many stand-alone solutions designed for those who only need a specific service to complete their projects such as Destination Management, Sustainability Services, Technical and Creative Production, Event Hospitality, Event Furniture and Decoration and Registration Technology.

With offices currently in 44 cities in Europe, the Middle East, Asia-Pacific and South America, MCI is a thought leader in building community around brands, products and services for companies and institutions. MCI's 900 plus employees represent 35 different nationalities and speak 50 different languages offering local knowledge in a completely international team.

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