

FOR IMMEDIATE RELEASE



International Appliance
Manufacturing

APPLIANCE DESIGN BUYS INTERNATIONAL APPLIANCE MANUFACTURING

Troy, MI, July 17, 2007 --appliance DESIGN magazine, a publication of BNP Media, has acquired International Appliance Manufacturing Magazine from Ashokan International to further its service to the global appliance industry.

Established in 1997 by Malcolm Barnes and Katie O'Donnell, International Appliance Manufacturing Magazine annually publishes a broad collection of technical papers covering the design and manufacturing of household appliances. The publication has a global circulation of about 5,000 professionals consisting of both managers and engineers at companies that manufacture household appliances.*

appliance DESIGN will continue to publish International Appliance Manufacturing Magazine in its current format to its current circulation, but will explore the potential for cooperative marketing of the two publications.

“While the two publications go to market somewhat differently, we hope to achieve some marketing synergies between them since they both provide appliance industry suppliers opportunities to reach appliance manufacturing companies,” said Fern Sheinman, Publisher of appliance DESIGN. “We plan to make those suppliers aware of the potential synergies in the months ahead.”

appliance DESIGN has been serving the global appliance industry for more than 55 years.

BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with 10 regional offices around the country. BNP Media serves industry professionals by delivering useful, timely and accurate information through magazines, websites, conferences and events. We write, produce and publish more than 40 b-to-b publications; each one staffed with knowledgeable experts and industry veterans.

For more information on appliance DESIGN or International Appliance Manufacturing Magazine, please contact:

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*Publisher's Own Data, July 2007.