

Press Release

VINEXPOSIUM ASSUMES MANAGEMENT OF VINEXPO AMERICA, EXPANDING ITS U.S. PRESENCE

Partnership agreement between Vinexposium and Diversified Communications comes to a mutual end

September 5th, 2023 – Vinexposium, a global market maker for the wine and spirits industry, is assuming sole management of Vinexpo America and Drinks America, the dual exhibition which takes place in New York City annually. This move is a mutual agreement between Vinexposium and its U.S. partner of five years, Diversified Communications. The decision allows both organizations to pursue their respective strategic objectives in an ever-evolving global market.

Since 2018, Diversified Communications and Vinexposium have worked closely together to establish Vinexpo America and Drinks America as premier events for the wine and spirits industry in North America. Over the years, both events have brought together key industry players to facilitate their business growth in the region.

Vinexposium, having established a strong foothold in the U.S. during its partnership with Diversified Communications, will amplify its presence in this key territory, capitalizing on its wine and spirits industry knowledge, network and global reach. *"With our expanded presence in North America, we will strengthen our market strategy and develop our own Vinexposium events, leveraging the high-end standards of the Vinexpo brand,"* says Rodolphe Lameyse, Vinexposium CEO. *"We will also further solidify the group's position as a premier wine and spirits partner across the main continents for wine and spirits consumption."*

"We at Diversified Communications have valued our collaboration with Vinexposium," says Liz Plizga, President of Diversified Communications' US division. *"We've appreciated the partnership with Vinexposium and the relationships we cultivated over the past five years. We are excited to embark on new efforts that align with our long-term strategic goals."*

About VINEXPOSIUM

Vinexposium offers a cohesive focal point for every strand of the wine and spirits industry by designing a variety of relevant event formats all year round and across the globe. By bringing together exhibitors and visitors at 10 events a year, and through its community every day at vinexposium365.com, Vinexposium is the industry's ally, geared to developing its sales reach. For more information, visit www.vinexposium.com **Vinexposium, creating momentum**

About DIVERSIFIED COMMUNICATIONS

Diversified Communications is a leading international media company with a portfolio of face-to-face exhibitions and conferences, online communities, and digital and print publications. As producers of these market-leading products, Diversified Communications connects, educates, and strengthens business communities in over 15 industries including: renewable energy, healthcare, natural and organic, food and beverage, and technology. Established in 1949 and headquartered in Portland, Maine, USA, with divisions and offices around the world, Diversified Communications remains a privately held, third-generation, family-owned business. For more information, visit www.divcom.com

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