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FOR IMMEDIATE RELEASE

**Penton Media Hosts Have A Heart Fundraiser
To Benefit Local Red Cross**

Cleveland, Ohio- Feb. 13, 2006- Penton Media is doing its part to help local families affected by house and apartment fires – the number one disaster in Cleveland. On Valentine’s Day, February 14, Penton Media will sponsor Have A Heart Fundraiser and invite other companies in its building to participate.

“We are encouraging our employees to wear red and pair their festive attire with a donation to the American Red Cross, Greater Cleveland Chapter. This is our second annual Have a Heart initiative. The first Red Cross fundraiser was for tsunami relief and this time we are bringing it to our backyard to help support local families in times of crisis,” said Mary Abood, Vice President of Corporate Communications and Investor Relations at Penton Media.

All proceeds collected from this campaign will benefit the Greater Cleveland Chapter’s Help A Family Campaign. The campaign is based on an “adopt a family” premise and organizations and businesses in the community are asked to reach a goal of \$1,000, which is the average cost of helping one family in Cuyahoga, Geauga or Lake county get back on its feet after an emergency. The Chapter provides families affected by disasters with vital services, including shelter, clothing, prescription medicine, food and mental health counseling.

Penton Media is located at 1300 E. 9th Street in Cleveland, and will be holding its fundraising campaign on February 14 from 11 a.m. to 2 p.m. in the building’s lobby.

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