



FOR IMMEDIATE RELEASE

FMI ANNOUNCES NEW SHOW ROTATION SCHEDULE
– New Venues and Formats Will Be Featured –

Contact:
Claudia Peters
202-220-0654
cpeters@fmi.org

Arlington, VA – December 20, 2006 – The Food Marketing Institute (FMI) today announced a new show rotation and venue schedule beginning in 2008.

The FMI Show plus MARKETECHNICS® will take place in Chicago in May of 2007 as previously scheduled, and then move to Las Vegas in 2008 to begin an alternating year rotation with a new Leadership Education Forum. This new Leadership Education Forum will launch in Dallas in May of 2009. Holding the FMI Show in the **even-numbered** years accommodates equipment vendors who have asked FMI to be sensitive to an existing national equipment show already being held in the **odd-numbered** years.

"Combining the FMI May Show with MARKETECHNICS® starting in 2007 and continuing in 2008 creates a singular opportunity for the entire industry to connect with their peers, gain access to the industry's most comprehensive exhibit floor, and take advantage of unique educational opportunities. This will be particularly valuable to our independent operators who cannot attend multiple shows each year. Our new Leadership Education Forum will help the industry develop the leadership talent we will need for the future and will serve as an ongoing showcase for FMI's signature research projects," said Tim Hammonds, president and CEO, FMI.

Event dates:

- 2007: May 6-8, Chicago, IL, McCormick Place – FMI Show plus MARKETECHNICS®
- 2008: May 5-7, Las Vegas, NV, Mandalay Bay – FMI Show plus MARKETECHNICS®
- 2009: May 4-6, Dallas, TX, Hyatt Regency – FMI Leadership Education Forum followed by MARKETECHNICS®, May 6-8, Dallas, TX, Dallas Convention Center

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Food Marketing Institute (FMI) conducts programs in research, education, industry relations and public affairs on behalf of its 1,500 member companies – food retailers and wholesalers – in the United States and around the world. FMI's U.S. members operate approximately 26,000 retail food stores with a combined annual sales volume of \$340 billion – three-quarters of all retail food store sales in the United States. FMI's retail membership is composed of large multi-store chains, regional firms and independent supermarkets. Its international membership includes 200 companies from 50 countries.