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Press Release

AUDI AG Becomes Premium Partner of Messe München International

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- **Exclusive promotion opportunities for Audi at the exhibition center**
- **Cooperation agreed for two years**
- **Premiere at ISPO MUNICH 2012**

Messe München International and AUDI AG have entered into an exclusive cooperation agreement for the coming two years. Carmaker Audi of Ingolstadt has been a premium partner of Messe München since January 1, 2012. The partnership offers Audi exclusive advertising space at the exhibition center and flanking opportunities for product placement, in particular at the leading international trade shows, which have high visitor numbers. Each year around two million visitors from Germany and around the world come to events at Messe München, which makes this venue an ideal platform for presenting the Audi brand experience and directly targeting the high-spending target group of business people.

"Audi is a strong and dynamic brand with worldwide appeal – it is a highly innovative company with an impressive history of success and expansion. This cooperation therefore brings together two powerful international brands – one from the automobile industry and one from the world of international trade fairs. We are proud that Audi has entered into this exclusive cooperation with us," said Klaus Dittrich, Chairman & CEO of Messe München International.

Peter Schwarzenbauer, Management Board Member of AUDI AG with responsibility for Marketing and Sales, added: "Messe München International draws in the crowds – not only in its Bavarian homeland but also in Shanghai and Mumbai. Its events bring people together to experience the latest trends and technologies, to network with each other and to gather new inspiration. Already we have seen, the very first time this cooperation came into effect, that these are two partners who have a great deal in common."

The partnership had its first public expression at ISPO MUNICH, the leading international sports business trade show, which was held recently in Munich. Audi presented two sports models in the entrance area at Messe München, provided a fleet of vehicles for the VIP shuttle service and was the exclusive promoter on prominently located advertising spaces.

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Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at Messe München, the ICM – Internationales Congress Center München and the MOC Veranstaltungs- und Ordercenter.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.

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Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

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