

Eventure Events and Eventful Management Unite

Two Strong Brands Integrate to Form a Global Conference Company

November 8, 2010, NEW YORK. Eventure Events, a New York-based conference and event production company, proudly announced today a merger with Eventful Management from Sydney, Australia, to form **The Eventful Group**. The integration unites two very thriving communities under one global brand, and enables the company the ability to offer an even greater value proposition to the organizations it serves.

“With offices in Sydney, Cape Town and New York, this is a huge opportunity for us to showcase our unique ability to bring together people and organizations on a global scale, to share ideas and experiences that galvanize our communities,” said Steve Sinkoff, managing director—Americas for The Eventful Group.

Each event The Eventful Group produces is a forum for delegates, speakers and partners to share their knowledge and forge strong working relationships. With an emphasis on breaking down barriers between people, creating an atmosphere of openness and trust, and facilitating meaningful and productive conversations, The Eventful Group has successfully created some of the world’s best programs and has helped shaped meaningful and productive communities for the industries it serves.

The Eventful Group will continue to drive the reality that anything is possible, to redefine expectations for its customers and to take things to the edge. Coming together as one entity, combining the capabilities of both companies and spanning across oceans, the company more now than ever before, is able to fuel existing communities, power new ones, and continue to create powerful agendas for everyone.

For more information, please visit www.eventureevents.com.