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23RD ANNUAL iHOBBY EXPO™ - ANOTHER GREAT SHOW!

Butler, NJ October 31, 2007. The 23rd Annual iHobby Expo, held October 18-21, 2007 in the Donald E. Stephens Convention Center, Rosemont, IL, built upon the success of the 2006 Expo and offered exhibitors, trade attendees, and hobby consumers a dynamic show floor with events and new products not to be found at any other hobby trade and public event in the world. Planned floor space was sold-out in advance of the show and 281 exhibitors showcased their products in 65,000 net square feet of exhibit space (the equivalent of 650 10x10 booths) an increase of 5% over exhibit space in 2006. Additionally, 96 new and first time exhibitors joined the show in 2007, an indication that interest in the model hobby industry is growing and attracting new business entrepreneurs.

Despite a beautiful fall weekend with uncharacteristically warm weather for the Chicago area in October, the Expo drew 14,747 adults, children and seniors to the show on Saturday and Sunday. The 2006 Expo had 15,282 consumer attendees – a considerable increase over both the 2005 show in Los Angeles and the 2004 Rosemont Expo. “We had some pent-up consumer demand in 2006 having not been in the Chicago area in 2005 so consumer attendance was considerable,” said Fred Hill, Show Committee Chair of the Hobby Manufacturers Association, sponsors of the Expo. “We are very pleased that the show is exciting a broad range of consumers to attend...we’re on track to reach 20,000 in the years ahead.”

Trade attendance was strong on the first two days of the show with 2,772 trade attendees of which 1,760 were dealer personnel representing 664 stores. This compares to 1,833 from 711 stores in 2006. Total trade attendance, including exhibitor personnel, was 4,728. “We had a wonderful time at the show and were very happy that we attended this year,” said Sandy Feuer of Alsand Merchandise of Plainview, NY. “The show was great and we will definitely be back next year,” said Pam White of J&M Hobby House, San Carlos, CA.

In addition to the action-packed show floor featuring many opportunities to see hobby products in action at the Traxxas Dirt Track, Empire Hobby Flying Cage, Molzer

Mowery Race Track, MRC & Al's Hobby Slot Car Track, Hobby X Pinewood Derby Track, and Thunder Tech Monster Truck Track, attendees experienced the first Phoenix Cup competition of professional airplane flyers and the Mecca Mayhem Robotics Battle Zone. The Chicago Area Robotics Group (Chibots) also returned to the Expo this year to hold their "Fall Chibotica Contest" – interactive robot competitions featuring national and regional competitors. Hobby dealers also learned how they can incorporate robotics products into their stores in two educational seminars featuring manufacturers and experts in the robot market.

Kizer & Bender, award-winning retail trainers, presented two seminars on SmartSelling and Hobby Store Layouts, sponsored by Model Retailer magazine. "We charged a nominal fee for dealers to attend the educational seminars this year," said Pat Koziol, executive director of HMA and show manager. "This did not seem to deter them from attending as each session had 50-60 people in attendance." Former hobby retailer, Bob Jacobsen, presented a retailer roundtable on "Changing Times – Changing Tactics." "Wonderful, very informative...can't wait to get the books Bob recommended," said Emily Statler of Kit and Caboodle Hobbies, Oakley, CA.

Exhibitor workshops presented by Model Rectifier, Iwata, Midwest Products, DuBro, and RailCam/HobbyCam were very well attended. "I learned so much from the Iwata workshop," stated Dianne Emerson of HobbyTown USA in Cumming, GA. "This was really worthy my trip to iHobby."

The second year of the ***Ticket to Ride*** program generated over \$50,000 of exhibitor coupon requests to give out at the Expo. "The number of participating exhibitors in Ticket to Ride doubled this year and gave our dealers real incentive to attend the show and place orders," commented Hill. Dealer attendees need to send their Expo coupons and travel receipts to the HMA office by November 30, 2007 in order to redeem payment.

Koziol also thanked the numerous clubs and volunteers for their assistance in helping consumers at the make and take areas and presenting their train layouts on the show floor. "Without their volunteer efforts, we could not offer the range of activities and projects for the public to see and experience at the show," added Koziol.

The 24th Annual iHobby Expo will be held October 16-19, 2008 again in the Donald E. Stephens Convention Center, Rosemont, IL. For exhibiting and attending information, contact HMA at 973-283-9088 or visit www.ihobbyexpo.com.

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