

Warning: [Fairguide.com](http://www.fairguide.com) and [Expo-guide.com](http://www.expo-guide.com) !

Bozen (Bolzano), May 28, 2008. Thanks to an agreement between Construct Data/Fairguide and the Austrian Association for Protection against Unfair Competition, all companies who have signed a contract with Construct Data can now terminate this contract. All companies dealing with Construct Data issues should contact Construct Data without delay and terminate the signed contract. You can find a specimen letter in English for this purpose on the homepage of Ufi (The Global Association of the Exhibition Industry) at <http://www.ufi.org/pages/thetradefairsector/fairguide.asp> And you can also find more information at [www.stopecg.it](http://www.stopecg.it)

#### WARNING!

Important information for all companies

FAIRGUIDE.COM – Construct Data Verlag GmbH

We are writing to inform you that the company Construct Data Verlag GmbH based in Austria is sending offers to exhibitors at Messe Bozen and other trade fair companies regarding an advertisement for a period of three years in an Internet catalogue, [www.fairguide.com](http://www.fairguide.com). In the small print, an annual fee of 971 euros is charged for completion of the form, which offers what appears at first sight to be quite an attractive proposition. In this offer, Construct Data uses the names of Italian and other trade fair companies as well as the names of their events and the addresses of exhibitor companies. Messe Bozen would like to point out that Construct Data Verlag GmbH was never given authorisation to use these data and hereby distances itself from this practice. Should you have received an offer or an application form from Construct Data Verlag GmbH, we urgently advise you to carefully read through all the conditions before you sign anything. You can find additional information on Data Verlag GmbH on the Internet at <http://www.stopecg.org> and on the Italian website <http://www.osservatorioaziende.it> (28/01/05)

#### **Messe Bozen versus Fair Guide**

In future, exhibitors at the numerous events organised by Messe Bozen will be spared the advances of Construct Data Verlag (Vösendorf, Austria). In response to a motion filed by solicitor Gernot Rössler, who is also the President of Messe Bozen, Carlo Busato, judge at Bozen (Bolzano) Regional Court, has issued an injunction prohibiting the Austrian publisher from using the name of the "Messe Bozen" company or the name of the company's trade fair events to promote its own "Fair Guide" Internet directory.

The Construct Data Verlag company in Vösendorf (Austria), publisher of the Internet trade fair manual called "Fair-Guide" or "Guida degli espositori nel Fair Guide" or "The Exhibitors' Fair Guide", has also gained a dubious reputation in South Tyrol on account of its disreputable advertising methods. The trick is always the same:

companies who exhibit at one of the fairs in Bozen (Bolzano) are requested to update their exhibitor data. In the mistaken belief that this is something they have to do in connection with their trade fair participation in Bozen (Bolzano), the exhibitors comply with this request and are subsequently charged a high fee. The authorities in Italy have repeatedly looked into the dubious operations of this publishing company and have condemned the activities of Construct Data as misleading; in Germany, several courts have also recognised the modus operandi of the publishing company as being dubious and misleading.

In response to a [motion](#) filed by solicitor Dr. Gernot Rössler, President of Messe Bozen, Carlo Busato, judge at Bozen (Bolzano) Regional Court, has now put an end to these activities and has prohibited Construct Data Verlag from using the name of the "Messe Bozen" company or the name of the company's trade fair events to canvass clients or exhibitors for the trade fair manual called "Fair Guide" or "Guida degli Espositori nel Fair Guide" or "The Exhibitors' Fair Guide".

This [injunction](#) is effective immediately.

In his legal ruling, Carlo Busato comes to the conclusion that "Construct Data made inadmissible use of the naming rights of Messe Bozen and its various events in order to pursue its profit-based activities, which are, in addition, in competition with the activities of Messe Bozen ". Moreover, Construct Data acted in this way although it was aware that its was using the naming rights of another company to promote its own activities. It was therefore a case of "exploitation of rights of others for own promotional purposes, and this has also been categorised as misleading by the Italian antitrust authorities as well as by courts in other EU member states."

Messe Bozen urges all exhibitors and customers to report any violations of this injunction without delay. On no account should you react to the payment demands of Construct Data.

We would like to remind customers and exhibitors that they have access to the Internet exhibitor directory of the Messe Bozen trade fair company at all times; this directory is compiled free of charge and permits updating of company data.

Bozen (Bolzano), August 10, 2007

### **NEW DEVELOPMENTS IN THE "FAIR GUIDE" CASE:**

In the legal matter of Messe Bozen AG versus Construct Data Verlag AG, an appeal hearing at Bozen (Bolzano) Regional Court has meanwhile confirmed the injunction issued by judge Dr. Carlo Busato on August 3, 2007.

The aforementioned injunction prohibited Construct Data Verlag from using the names "Messe Bozen AG or the names of trade fair events organised by Messe Bozen" to canvass clients or exhibitors for the Internet directory called "Fair Guide" or "Guida degli Espositori nel Fair Guide" or "The Exhibitors' Fair Guide".

This ruling is now legally binding, which means we can finally put a stop to the abusive practices of FAIR GUIDE.

Should you have recently received any payment demands or contractual offers from Construct Data for the Internet directory called "Fair Guide" or "Guida degli Espositori nel Fair Guide" or "The Exhibitors Fair Guide" in which you are requested to update your data as an exhibitor of Messe Bozen AG (or a participant at the trade fair events

of Messe Bozen), please directly contact Messe Bozen President and solicitor Dr. Gernot Rössler, who also legally represented the trade fair company in this matter, at his law firm address in Bozen (Bolzano), Sparkassenstr. 6, phone (0)471 976571, fax (0)471 301446, e-mail [info@roessler.it](mailto:info@roessler.it).

Thank you for your cooperation.

Messe Bozen AG

**Publication of the ruling in the** [daily newspapers ALTO ADIGE and DOLOMITEN](#)  
[on October 3, 2007](#)

All press releases of the trade fair company: MISCELLANEOUS