



Contact:

Nele Devolder

+32 2 761 16 00

ndevolder@kelleneurope.com

For Immediate Release

Kellen Company and Japan AMC form Strategic Partnership

Brussels (11 March 2010) - Kellen Company, the premier global association management company with clients representing more than 100,000 members worldwide, announces a strategic alliance with Japan AMC, the first Japanese association management firm.

This partnership will serve to strengthen Kellen's service to its global clientele while helping to establish the AMC concept in Japan. The alliance cements Kellen's status as the leader for global associations in providing full service management, meetings, membership, government relations and communications around the world.

"We see excellent growth potential in the Japanese market," said Peter Rush, CEO of Kellen Company. "Trade associations, professional societies and multinational corporations will all benefit from our expanded services in the region." The resources of Japan AMC are now available to all of Kellen Company clients seeking to enhance their effectiveness in Asian Pacific markets or establish representation in Japan.

Headquartered in Tokyo, the newly formed Japan AMC was founded in 2009 by Mr. Eiichi Kurabayashi and is the first association management company in Japan. It specializes in trade associations, strategic planning, regulatory services and conference management. Japan AMC believes the association management business model is an excellent one for Japan as it is built around shared resources and strong industry knowledge.

"We have studied the AMC model in the United States and are excited to establish a strategic alliance with Kellen because of their leadership and excellent reputation," said Mr. Kurabayashi.

"Japan is considered a very important country for European and Global associations which Kellen Europe manages from the Brussels office. Examples are found in specific sectors like automotive, pharmaceutical and natural fibres industries, where Kellen Europe professionals have build long term relationships with Japanese counterpart associations running since more than two decades" added Alfons Westgeest, Managing Partner of Kellen Europe.

About Kellen Company

Kellen Company currently serves more than 100 client associations representing over 10,000 companies from its six offices worldwide. Among the services Kellen offers are association management, government affairs, public relations, marketing, meetings management, creative services and Web site development.

Kellen Company is the premier global association management firm with offices and representation in the United States, Europe, China, the Middle East, India and Southeast Asia. For more information, visit www.kelleneurope.com or www.kellencompany.com.