

AllianceTech

Intelligent EVENTS

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FOR IMMEDIATE RELEASE:

Alliance Tech Selected as an Official Partner of WorldSkills Calgary 2009 Ltd.

RFID-Acquired Attendee and Competitor Information will be used to Plan Future Events

AUSTIN, Texas – April 16, 2009 – Alliance Tech <http://www.alliancetech.com/>, the leading provider of Intelligent_RFID marketing intelligence and event measurement, announced today that it has been selected an Official Partner of RFID Accreditation at WorldSkills Calgary 2009. Using Alliance Tech's Intelligent_RFID Technology, WorldSkills Calgary 2009 Ltd. will accurately record attendance and competitor information to more effectively plan for future events.

This is the first time Intelligent_RFID technology will be used at a WorldSkills Competition. Attendee and Competitor name badges will have Alliance Tech's Intelligent_RFID tags that contain a unique code mapped to registration data. As Competitors and attendees enter a tracked zone, the Alliance Tech solution will 'communicate' with the individual's unique tag. Although no personal information is collected, organizers are able to use the data to determine how many people are attending each event and the length of time spent at specific events. The captured data is reported to organizers who examine it during and after the event for more effective planning.

WorldSkills Calgary 2009, to be held September 1-7, 2009, in Calgary, Alberta, Canada will attract more than 150,000 attendees and 1,000 Competitors from 51 countries and regions. Established in 1953, WorldSkills International is held every two years and showcases the world's best in trades, skills, and technologies including culinary arts, cabinet-making, and web design. WorldSkills Calgary 2009 has 45 simultaneous Competitions occurring in Calgary's 800,000 square-foot venue, Stampede Park.

"For the first time, WorldSkills International through WorldSkills Calgary 2009 will have immediate access to accurate metrics and analytical reporting," said David Soto, Vice President of Partnerships at Alliance Tech. "This data provides incredible value for organizers as they prepare for future events."

"At the same time, the Alliance Tech attendance tracking solution will improve traffic flow and accreditation management as it is able to measure multiple entrances and exits and systematically grant competitors and spectators access to their respective areas," Soto added.

WorldSkills Calgary 2009 will now have a "bird's eye view" of how people interact at this year's event. They gain insight into high-level behavioral trends such as high traffic competition sites and what day of the week or time of day spectators are likely to attend a particular Competition.

"With such accurate and immediate measurements of attendance and participation, we will be able to more effectively identify the skill challenges that are most popular and meaningful for our stakeholders and spectators," said Dr. Sibylla Lane, Vice President of Finance and CFO of WorldSkills Calgary 2009 Ltd. "At the same time, our improved understanding of attendee behavior patterns will enable our team to gauge the effectiveness and success of the 2009 event and enable us to contribute to the planning for WorldSkills International and WorldSkills London 2011."

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About Alliance Tech

Alliance Tech enables companies to increase their return on investment (ROI) of tradeshows, conferences and events through an industry leading marketing intelligence platform. Alliance Tech is the leader in intelligent events that utilize radio frequency identification (RFID) to track attendee interests and preferences. Alliance Tech solutions include RFID attendee reporting, lead management, surveys and social networking. Alliance Tech is a two time winner of Corporate Event Marketing Association's (CEMA) technology shootout award, and the 2008 Top Technology Supplier by Meeting Tech Online. To learn more, visit <http://www.alliancetechnology.com/>.

About WorldSkills Calgary 2009 Ltd.

WorldSkills Calgary 2009 Ltd. is a not-for-profit organization established through Skills/Compétences Canada to plan and host The 40th WorldSkills Competition from September 1-7, 2009, at Calgary's Stampede Park. The organization's mission is to bring attention to the high standards of skill, competence and excellence exemplified by trades and vocational professions. 1,000 competitors from 51 member countries and regions will be participating. Over 150,000 spectators and 3,000 experts, delegates and observers from around the world will attend the Competition.

About WorldSkills International

WorldSkills International is a worldwide not-for-profit membership association open to agencies or bodies who have the responsibility to promote vocational education and training within their country/region. WorldSkills International is politically and denominationally neutral. The flagship event is the WorldSkills Competition which is held every two years in a Member country/region. The Competition provides a unique means of exchange and comparison of world-class competency standards in industry trades, skills and technologies of the economy. The continued growth of WorldSkills International is testimony to the fact that traditional trades, craft skills and newer technology multi-skilled vocations provide an essential and significant contribution to the economic and social well being of people worldwide. WorldSkills International provides a cost effective means for international government and industry cooperation in achieving the higher standards and status of vocational education and training on a worldwide basis.