

NEWS RELEASE
For immediate release

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**PennWell Corporation Announces Strategic Partnership
between TAK-Response Conference and Exhibition and
California Emergency Nurses Association**

Fairlawn, NJ/March 3, 2010—PennWell Corporation announces today the strategic partnership between PennWell's TAK-Response California Conference and Exhibition and California Emergency Nurses Association.

Embracing the theme "When Seconds Count..." TAK-Response California will provide real-time, threat-based training for law enforcement, fire service, EMS/Medical, Homeland Security and other disaster communities. California Emergency Nurses Association's involvement with TAK-Response includes its participation in the development of emergency nursing and emergency care conference sessions. California Emergency Nurses Association will also contribute to this event through the selection of top industry speakers in the emergency nursing and emergency care fields. These contributions will ensure timely and relevant training sessions at TAK-Response and will help to prepare first responder communities for potential catastrophic situations.

"The partnership between PennWell and the California Emergency Nurses Association is important to provide continuing education to both the First Responder and Emergency Nurses, or any Nurse that has contact with the patient. By providing a combined educational event, it allows everyone to see what the other person has to encounter. We all want to do what is best for the patient and being

able to work together to provide the care that is needed is our main concern. It brings camaraderie, friendship and chances for networking to everyone involved. By committing to this partnership CalENA and PennWell want to bring exciting, up to date information to the event participants,” said Terri Sturgill, RN, CEN and President of California Emergency Nurses Association.

TAK-Response California Conference and Exhibition was developed in conjunction with numerous leading industry groups and associations to deliver training sessions, speakers and an exhibition of products and services to prepare all first responder communities for their mission to prevent loss of life in catastrophic situations.

“The partnership with California Emergency Nurses Association demonstrates the TAK-Response commitment to serving first responder communities with the absolute best training available. With CalENA’s support, TAK-Response will provide the most relevant training to the emergency nursing community to help prepare these brave individuals for responding to 21st century threats,” said Eric Schlett, Vice President of PennWell’s Emergency Response Division.

TAK-Response California’s inaugural event will be held September 14 – 16, 2010 at the San Jose Convention Center in San Jose, California.

About California Emergency Nurses Association

The Emergency Nurses Association is dedicated to defining the future of emergency nursing and emergency care through advocacy, expertise, innovation and leadership. ENA serves 33,000 members and their patients through research, publication, professional development, injury prevention and patient education. California ENA is part of the ENA at the state level.

About PennWell Corporation

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