

Clean '09

World Educational Congress for Laundering and Drycleaning

June 18-21, 2009 New Orleans, Louisiana USA

NEWS RELEASE

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NEW ORLEANS WAS GREAT FOR CLEAN '09

New Orleans proved its comeback from Katrina to the nearly 10,000 people who attended Clean '09. Professionals from all segments of the textile care industry who converged on the city June 18-21 had accolades for the city and the show.

Attendees traveling to New Orleans were rewarded with access to the products and services of 412 exhibiting companies showcased over 192,640 net square feet of floor space. The World Educational Congress for Laundering and Drycleaning, the show's formal name, attracts every facet of textile care and textile services -- retail, commercial, coin/card, institutional, and industrial laundering and drycleaning. It is the world's largest exhibition of textile care products featuring working equipment.

"It was the smoothest Clean Show ever," said John Riddle, president of Riddle & Associates that produces the biennial trade show. "New Orleans was prepared and hospitable. We couldn't have asked for better cooperation from everyone involved, and it helped make the show a success."

Officially 9,902 people registered for the show. Included were 1,229 people from 72 countries outside the U.S. Countries with delegations of 25 or more were Canada, 370; Mexico, 86; Italy, 77; Germany, 65; Brazil and United Kingdom, 54 each; Spain, 51; Australia, 38; Netherlands, 33; Colombia, 32; and Japan, 28.

Riddle said both attendance and exhibit space were down some from Clean '07, but this was anticipated given the state of the world's economy. "We were very pleased with the turnout. Much of this drop was because participating companies sent fewer people than in previous years," he added.

Clean '09 Chairman Roger Cocivera, CEO of Textile Rental Services Association

of America, said “The Clean Show was well received by our industry as one of the best shows in a long time. Exhibitors expressed that the quality of attendees and decision makers who made purchases were an added bonus to this year’s show. Attendees came with the intent to purchase equipment.”

This year the Clean Show expanded its educational program to over 40 hours of sessions provided by seven related associations in addition to those offered by five of the show’s six sponsors. “This provided a broader perspective and all sessions were well attended, including those offered by Canadian and European groups. Educational sessions are included in the modest show registration fee and are a real bargain because many are offered outside the Clean Show at a much higher cost,” Riddle said.

Six national textile care associations sponsored Clean ’09: Association for Linen Management, Coin Laundry Association, Drycleaning & Laundry Institute, Textile Care Allied Trades Association, Textile Rental Services Association of America and Uniform & Textile Service Association.

Plans are in progress for Clean 2011 scheduled June 6-9 in the Las Vegas Convention Center. For information updates visit www.cleanshow.com, or contact Riddle & Associates, info@cleanshow.com, 404-876-1988.

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