

7x24 Exchange International Announces the Purchase of CAPRE Omnimedia, LLC Assets

For Immediate Release

Staten Island, NY –January 4, 2022 - 7x24 Exchange International announced today the purchase of CAPRE Omnimedia, LLC (CAPRE) assets. CAPRE held data center conferences regionally within the US and Canada with much success and was a major player in the mission critical events industry. However with the onset of the coronavirus pandemic CAPRE has not conducted a conference since March 5, 2020.

7x24 Exchange International Chairman & CEO Bob Cassiliano conducted preliminary talks with Brian Klebash, President & Founder of CAPRE, on the possibility of an asset purchase. As a result of these discussions the 7x24 Exchange Board of Directors approved moving forward with the deal. Bob Cassiliano commented *“The mission critical industry will benefit from this transaction as it will consolidate the events industry professionals attend making for more efficient and productive opportunities for networking, information sharing, and sponsorships. CAPRE held numerous regional conferences which will now generate additional attendance and sponsorships for events conducted by 7x24 Exchange’s 28 chapters. Brian has been an industry leader and we welcome him to the 7x24 Exchange team as a consultant with responsibility for new sales activities for 7x24 Exchange International.”*

Brian Klebash added *“7x24 Exchange International commands the highest caliber speakers, sponsors and attendees in the digital infrastructure industry. This transaction is a genuine win for the industry. The best minds in the industry attend and participate in 7x24 International conferences and it is the one organization where industry executives come together. I am excited for this next chapter for me and to work with 7x24 Exchange.”*

7x24 Exchange International conducted 2 onsite national conferences in 2021, the only Mission Critical organization to do so. Both events were extremely well attended as industry professionals longed for a face to face event having tired of the lack of networking and limited education and information sharing of Zoom, Teams, and conference calls. Cyrus Izzo, 7x24 Exchange’s President, stated *“The CAPRE asset purchase reinforces 7x24 Exchange as the leading knowledge exchange in the mission critical industry.”*

About 7x24 Exchange

7x24 Exchange is the leading knowledge exchange for those who design, build, operate and maintain mission critical enterprise information infrastructures and the primary resource for valuable information within the mission critical industry. 7x24 Exchange's goal is to improve end- to-end reliability by promoting dialogue among these groups through conferences, membership, and the 7x24 Exchange Magazine. Founded in 1989 by a group of industry visionaries, 7x24 Exchange International has grown to include more than 250 member companies and 28 chapters. Members are as diverse as the industry

itself and include firms within industries such as aerospace, energy, financial services, government, healthcare, pharmaceuticals, manufacturing, media, technology, and more. Through the expertise of its active membership, 7x24 Exchange is a leading provider of conferences enabling collaboration and knowledge sharing amongst industry professionals. 7x24 Exchange International is committed to addressing the challenges of energy efficiency and sustainability, providing continued value to member companies and conference participants and giving back through its social responsibility initiative. Additional information can be found at <http://www.7x24exchange.org>.

Contact: Tara Oehlmann

(646) 486-3818 x104

tara@7x24exchange.org

###