



April 25, 2008  
For Immediate Release

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## **Oser Communications Group Acquires Kitchenware News**

*Oser adds the niche leader to its market-leading portfolio  
of premier trade show dailies and trade journals*

**Tucson, Arizona and Portland, Maine. April 25, 2008** – Oser Communications Group, a national leader in trade show dailies, trade journals and periodicals, today completed its acquisition of *Kitchenware News and Housewares Review*. The fourteen year old title serves the rapidly-growing niche kitchenware categories.

M.C. Alcamo & Co., Inc., the New York media investment bank, represented ELM Communications, Inc., the seller.

*Kitchenware News and Housewares Review* provides independent manufacturers and distributors of consumer kitchen equipment with highly targeted and efficient circulation, high quality graphics and editorial, and a range of related marketing solutions. Its circulation comprises specialty retailers and gourmet food shops. In the transaction, Jim McNeil, owner and publisher, will join the leadership team at Oser Communications Group.

“The acquisition was an excellent strategic fit for the buyer from both a portfolio and a personnel perspective,” said Michael Alcamo, President of M.C. Alcamo & Co., Inc. “*Kitchenware News* and Jim McNeil are distinguished leaders in this dynamic industry. OCG is committed to upholding the tradition of exceptional quality and service for which ELM is well-known.”

The kitchenware categories have shown continued growth as “baby boomers” take greater interest and care in home and kitchen design and décor.

“As we know, interest in cooking and kitchenware – what some have called the ‘cocooning effect’ – has been a clear trend over the last ten years,” noted Mr. McNeil, “And cooking programming has evolved from how-to shows to primetime entertainment. As this industry grows, our success has been in helping clients get their message through to the retailer buyers and managers who recommend kitchenware products, particularly on the high end of the market. I felt that joining with a group with strong national

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presence could help our clients even more. My staff and I were very impressed with the way OCG serves its industries, and we are very pleased to be joining OCG's team," he said.

**About Oser Communications Group.**

Across five decades, Oser Communications Group has been a leader in trade show dailies, trade journals and periodicals. Our diverse industry involvement includes computers, restaurant and foodservice, cooking, satellite, networking, broadcasting, wireless, and consumer electronics. Oser's clients range from Fortune 500 companies to middle market companies of all sizes.

**About ELM Communications, Inc.**

Based in Portland, Maine, ELM Communications Inc. is a business to business media company servicing the kitchenware and tabletop industries. Its flagship publication, *Kitchenware News and Housewares Review*, provides independent manufacturers and distributors of consumer kitchen equipment with highly targeted and efficient circulation, high quality graphics and editorial, and a range of related marketing solutions. For more information, visit: [www.kitchenwarenews.com](http://www.kitchenwarenews.com).

**About M.C. Alcamo & Co., Inc.**

M.C. Alcamo & Co., Inc. is a New York-based investment banking firm serving the media and information industries. It specializes in mergers and acquisitions, workouts and restructurings, and private equity transactions. For more information, visit: [www.mcalcamo.com](http://www.mcalcamo.com)

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