

Bankruptcy Code; and upon the Affidavit of James Ogle in Support of First Day Motions; and it appearing that the relief requested is in the best interests of the Debtors' estates, their creditors and other parties in interest; and it appearing that this Court has jurisdiction over this matter pursuant to 28 U.S.C. §§ 157 and 1334; and it appearing that this Motion is a core proceeding pursuant to 28 U.S.C. § 157(b); and it appearing that venue of this proceeding and this Motion in this District is proper pursuant to 28 U.S.C. §§ 1408 and 1409; and the Court having determined that the legal and factual bases set forth in the Motion establish just cause for the relief granted herein; and due and proper notice of this Motion having been provided; and after due deliberation and sufficient cause appearing therefor;

IT IS HEREBY ORDERED THAT:

1. The Motion is granted as set forth herein.
2. The Debtors are authorized, but not directed, to continue using their integrated cash management system as described in the Motion.
3. The Debtors are authorized to: (a) continue to use, with the same account numbers, the bank accounts in existence on the Petition Date, including, without limitation, those Bank Accounts identified on Exhibit 1 attached hereto; (b) treat the Bank Accounts for all purposes as accounts of the Debtors as debtors-in-possession; (c) if needed, open new debtor-in-possession accounts; (d) continue using debit, wire and ACH payments (e) use, in their present form, all correspondence and business forms, without reference to their status as debtors-in-possession, (f) implement, within forty-five (45) days of the Petition Date, a new software system which will allow the Debtors to reference their status as debtors-in-possession on checks, unless the Plan is confirmed prior to the expiration of the forty-five (45) day period, and

(g) continue performing and honoring their obligations and commitments with respect to the Intercompany Transactions

4. Except as otherwise expressly provided in this order, all Banks at which the Bank Accounts are maintained are authorized to continue to service and administer the Bank Accounts as accounts of the Debtors as debtors-in-possession, without interruption and in the ordinary course of business, and to receive, process, honor and pay any and all checks, drafts, wires and automated clearing house transfers issued and drawn on any of the Bank Accounts after the Petition Date by the holders or makers thereof, as the case may be.

5. Each of the Banks is authorized to debit the Debtors' Bank Accounts in the ordinary course of business without the need for further order of this Court on account of: (a) all checks drawn on the Debtors' Bank Accounts which are cashed at such Banks' counters or exchanged for cashier's checks by the payees thereof prior to the Petition Date; (b) all checks or other items deposited in any of the Debtors' Bank Accounts prior to the Petition Date which have been dishonored or returned unpaid for any reason, together with any fees and costs in connection therewith, to the same extent the Debtors were responsible for such items prior to the Petition Date; and (c) all undisputed prepetition amounts outstanding as of the date hereof, if any, owed to any Banks as service charges for the maintenance of the cash management system; provided, however, that the Banks shall be authorized to rely on the Debtors' representation that such checks or wires, specifically identified by the Debtors to the Banks, are permitted to be honored pursuant to first day orders, the Banks shall have no obligation to verify same and shall have no liability for honoring checks or wires authorized by the Debtors and shall be indemnified by the Debtors' estates with respect to any and all claims of losses arising from the Bank's good

faith reliance on instructions from the Debtors, except that Debtors shall not indemnify the Banks for their gross negligence or malfeasance.

6. To the extent that the Debtors have consummated a plan of reorganization and/or obtained the consent of the U.S. Trustee's office by the end of such 45 day period, the Debtors shall be authorized to continue using existing correspondence and business forms indefinitely without further order of this Court.

7. Except as otherwise expressly provided in this Order, all Banks at which the Accounts are maintained are authorized to continue to maintain, service and administer the Bank Accounts as accounts of the Debtors as debtors-in-possession, without interruption and in the ordinary course of business, and to receive process, honor and pay any and all checks, drafts, wire transfers and automated clearing house transfers issued and drawn on the Bank Accounts after the Petition Date by the holders or makers thereof, as the case may be to the extent funds are available in the Bank Accounts upon which such checks, drafts or wire transfers are drawn and, with respect to automated clearing house transfers, only to the extent such transfers are pre-funded. The Banks are authorized to dishonor any drafts or demands that are not pre-funded and reserve the right at any time to demand that the Debtors cash collateralize any existing or future exposures as a result of providing automatic clearing house services without notice or further order of this Court. Upon three (3) days prior written notice to the Debtors' postpetition lenders, the Debtors are authorized to fund such cash collateral without additional notice or further order.

8. The Debtors are authorized to open any new bank accounts or close any existing Bank Accounts as they may deem necessary and appropriate; provided, however, that the Debtors give notice to the Office of the United States Trustee for the District of Delaware and

any official committees appointed in these Chapter 11 Cases prior to opening or closing a bank account.

9. For banks that are party to a Uniform Depository agreement with the Office of the United States Trustee for the District of Delaware, the Debtors are directed to contact the banks, within fifteen (15) days from the date of entry of this Order, to request that they internally code each of the Debtors' bank accounts as "debtor-in-possession" accounts, and the Debtors are also directed to provide any such correspondence and any response thereto to the U.S. Trustee.

10. For banks that are not party to a Uniform Depository agreement with the Office of the United States Trustee for the District of Delaware, the Debtors shall use their good-faith efforts to cause the bank to execute a Uniform Depository agreement in a form prescribed by the Office of the United States Trustee within forty-five (45) days of the date of entry of this Order.

11. The Banks are authorized to pay obligations in accordance with this or any separate order of this Court.

12. The Debtors are authorized to continue performing under and honoring their respective obligations, commitments and transactions resulting in intercompany claims that reflect intercompany receivables and payments made in the ordinary course of the business.

13. All intercompany claims against a Debtor by another Debtor or a non-debtor affiliate arising after the Petition Date, as a result of intercompany transfers in the ordinary course of business, be accorded administrative expense priority in accordance with sections 503(b) and 507(a)(2) of the Bankruptcy Code.

14. Any requirements under section 345 of the Bankruptcy Code are waived for an interim period of forty-five (45) days, without prejudice to the Debtors' right to seek a further extension or final waiver of these requirements.

15. As soon as practicable after the entry of this Order, the Debtors shall serve a copy of this Order on the Banks.

16. Except with respect to the limitation on liability regarding the Banks in paragraph 5 above, notwithstanding anything to the contrary contained herein, any payment to be made, or authorization contained, hereunder shall be subject to the requirements imposed on the Debtors under any order regarding the use of cash collateral.

17. Nothing in the Motion or this Order, nor as a result of the Debtors' payment of claims pursuant to this Order, shall be deemed or construed as: (a) an admission as to the validity or priority of any claim against the Debtors; (b) a waiver of the Debtors' rights to dispute any claim; or (c) an approval or assumption of any agreement, contract or lease pursuant to section 365 of the Bankruptcy Code.

18. The Debtors are authorized to take all actions necessary to effectuate the relief granted pursuant to this Order.

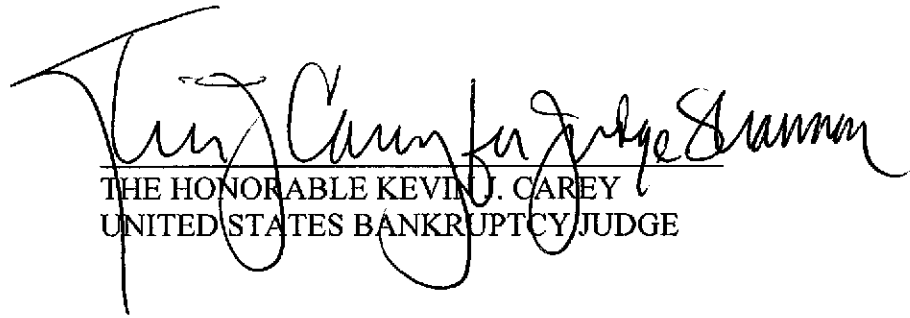
19. Bankruptcy Rule 6003(b) has been satisfied because the relief requested in the Motion is necessary to avoid immediate and irreparable harm to the Debtors.

20. Notwithstanding the possible applicability of Bankruptcy Rule 6004(h), 7062 or 9014, the terms and conditions of this Order shall be immediately effective and enforceable upon its entry.

21. To the extent this Order is inconsistent with any other prior order or pleading with respect to the Motion in these cases, the terms of this Order shall govern.

22. The Court retains jurisdiction with respect to all matters arising from or related to the implementation of this Order.

Dated: August 4, 2009
Wilmington, Delaware



THE HONORABLE KEVIN J. CAREY
UNITED STATES BANKRUPTCY JUDGE

EXHIBIT 1

List of Bank Accounts

Bank	Account Name	Account Number	Address
Bank of America	Cygnus Business Media, Inc	003931690816	Regional Center VA2-125-04-01 PO Box 27025 Richmond, VA 23261
Bremer Bank	Cygnus Business Media	651356	101 East Fourth St Redwood Falls, MN 56283
JPMorgan Chase (Main Account)	Cygnus Business Media Inc	20569075	111 East Wisconsin Avenue Milwaukee, WI 53202
JPMorgan Chase (Disbursements Account)	Cygnus Business Media Inc	30010899	111 East Wisconsin Avenue Milwaukee, WI 53202
JPMorgan Chase (E Commerce Credit Cards)	Cygnus Business Media Inc	623470119	111 East Wisconsin Avenue Milwaukee, WI 53202
JPMorgan Chase (E Commerce Account)	Firehouse.Com Credit Card Account	623472081	111 East Wisconsin Avenue Milwaukee, WI 53202
JPMorgan Chase - Flexben Account	Cygnus Business Media - Flexben	698569969	111 East Wisconsin Avenue Milwaukee, WI 53202
Johnson Bank	Cygnus Business Media Inc NY Division	11379400	200 Sherman Ave, West Fort Atkinson, WI 53538
Johnson Bank (Credit Card Deposits)	Cygnus Business Media Inc Credit Card Account	1000297977	200 Sherman Ave, West Fort Atkinson, WI 53538
Wells Fargo Bank	Johnson Hill Press Inc dba Cygnus Expositions	275812485	Burnsville Parkway Office PO Box B 514 Minneapolis, MN 55479