



FOR IMMEDIATE RELEASE

December 15, 2009

Derse's Design Honored as one of BtoB's Best for 2009

Milwaukee, WI – December 15, 2009 – Derse, a complete face-to-face marketing agency, today announced that BtoB Magazine recognized Derse's solution for Cerner as one of the Best for 2009 awards for their design of Cerner Healthcare's exhibit at the Radiological Society of North America's (RSNA) Show 2009. BtoB's Best for 2009 features the magazine's editors' choices of the best marketers and creative in b-to-b marketing for the past year.

"We are honored to be in the company of the country's top agencies specializing in B2B marketing," says Heather Rosenow, VP of Marketing at Derse. "Our B2B experience coupled with specialization in the trade show and face-to-face experiential marketing industries have allowed us to do the kind of work and get results for our clients that are recognized by the best in the industry."

Derse enlivened Cerner's exhibit and trade show experience to promote a sense of unity which is reflected in their tagline, 'All Together.' Derse's layout used circular and spherical shapes which inspired and encouraged attendees to move through the Solutions Gallery and the trade show floor. Due to the smart organization and visually attractive space, Derse was able to create a memorable, educational, hands-on environment that positioned Cerner as an industry leader in the challenges of healthcare technology management.

About Derse

Derse is a complete face-to-face marketing agency with a smarter approach to building client sales and managing their trade show, marketing environment and event programs. Derse helps organizations align face-to-face marketing efforts with broader business strategies through:

- Experiential Marketing strategies that help increase your sales
- Program management tactics that help you control and reduce costs
- Creative architectural and graphic solutions that attract your target audience

Derse is recognized worldwide as one of the World's Top 50 Agency Companies (#46), Top 50 U.S. Promotional & Event Marketing Agencies (#9) by Advertising Age magazine. Derse employs more than 350 people in Atlanta, Chicago, Dallas, Las Vegas, Los Angeles, Milwaukee, Minneapolis, Nashville, New Jersey, Pittsburgh, San Diego and San Francisco. For more information, visit derse.com.

#

FOR MORE INFORMATION CONTACT:

Heather Rosenow, VP Marketing

800.562.2300

hrosenow@derse.com