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Derse Corporate Headquarters Appoints New Vice President – Creative Services

David Sherman poised to lead agency's creative roster

Milwaukee, WI – January 18, 2010 – Demonstrating their commitment to offering best-in-industry creative solutions for clients, Derse announced the hiring of David Sherman, Vice President of Creative Services. In this position, Sherman will be responsible for providing the company-wide creative and experiential marketing vision as well as overseeing the research and measurement offerings. He will also work with management at Derse's six fabrication facilities to ensure creative resources are in place to service current and future clients.

"Derse has always been recognized for our global award-winning creative solutions. As our client's strategic and experiential demands become more complex, we are thrilled to have someone whose approach combines design aesthetic and social science disciplines," said Adam Beckett, President of Derse. "Our ability to attract talent like Dave Sherman, speaks volumes to Derse's strength in the marketplace. Certainly, having him join our team gives us unmatched creative strength."

With over ten years of industry experience, Sherman joins Derse from his most recent position where he served as Director at an experiential marketing exhibit supplier. While there, he led the launch and development of a new brand positioned to optimize face-to-face engagements between brands and audiences via interactive tools and engagement training workshops.

Sherman was named "40 under 40" in 2009 by Exhibit City News, won the 2007 Sizzle Award for Best Integrated Program from Exhibitor Magazine and 2006 ACE Award from the Business Marketing Association of New York. He has a Bachelors of Science Degree in Industrial Design from the Art Center College of Design, a Bachelor of Arts in Economics and Masters in Sociology from Stanford University.

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, Milwaukee, Minneapolis and Pittsburgh. For more information, visit derse.com.

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