



FOR IMMEDIATE RELEASE
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Derse Welcomes Eric Preston as Vice President of Sales

MILWAUKEE, WI – Derse is pleased to announce that Eric Preston has joined its corporate team, assuming the role of Vice President of Sales. In this position, Preston is responsible for leading the company's significant new business opportunities with a focus on strategic, smarter solutions. He will also develop, mentor and support Derse's Account Executives, helping them better plan and build their business.

"We're thrilled to welcome Eric to Derse," said Adam Beckett, Derse's President. "With his extensive industry experience, combined with a passion to mentor and a strategic approach to new business, Eric is going to be a tremendous asset to the Derse team."

With more than 20 years of industry experience, Preston is well-versed in branding and has lead the development of successful programs for such companies as T-Mobile, KCI, Polaris Industries and Shimadzu. He began his career in production at a small exhibit shop. Over the years, he's added a breadth of experience to his resume, including: project management, estimating, field services and sales. Most recently, he was the vice president of strategic marketing for a well-respected exhibit supplier.

Preston has enhanced his industry experience through involvement in industry-related associations such as Healthcare Convention Exhibitors Association (HCEA) and as a seminar speaker at EXHIBITOR2008.

"I am truly excited to be part of such a dynamic and forward thinking group," said Preston. "Derse's outstanding reputation within the industry, as well as their many accomplishments, can be directly attributed to the vision of leadership and the quality and dedication of every employee. It's an impressive team and I'm looking forward to contributing to their continued success."

About Derse:

Derse is a complete face-to-face marketing company 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 employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis and Pittsburgh. For more information, visit derse.com.

FOR MORE INFORMATION CONTACT:

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