



FOR IMMEDIATE RELEASE
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Derse Adds Power to Sales Force in Nashville and San Diego

Lisa Jackson and Jay Miller Now Among Talented Staff at Derse

Milwaukee, WI – October 13, 2009 – Derse, a complete face-to-face marketing agency, today announced the addition of two new account executives to its growing sales force. Both Jay Miller and Lisa Jackson bring an incredible amount of experience, strategic planning knowledge and vast networks to enrich our ever-expanding agency's efforts.

"As Derse looks to increase our global reach, adding Lisa and Jay's skill sets further round out our impressive client offerings. Both hires have diverse backgrounds within the face-to-face marketing industry and we look forward to incorporating their ideas and strategic approaches to solve client's challenges," said Eric Preston, VP of Sales at Derse. "They both show an unwavering commitment to ensuring their clients success – and ensuring our clients success is Derse's mission."

Lisa Jackson joins Derse and brings over 10 years of industry experience. Prior to joining Derse, Jackson worked as Sales Executive of New Business Development at a respected exhibit house. She graduated with a bachelor's degree from the University of Tennessee, Knoxville where she concentrated on marketing and business management. Jackson's in-depth understanding of successful program management, including brand management, measurement initiatives and marketing & sales strategies, makes her a valuable asset to the Derse team.

Also joining the team, Jay Miller will be responsible for managing client exhibit programs as well as new business development from Derse's San Diego office. Miller comes to Derse from a large exhibit company where he most recently served as a sales executive. With over seven years of industry background, Miller's broad range of experience with full-service client program management including trade shows, events, experiential marketing campaigns and environments. Miller has a bachelor's degree from San Diego State University and received his MBA from Pepperdine University in California. With his recognized talent for building relationships and his thorough understanding of the exhibit industry, Miller will be a respected resource for his clients.

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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