



FOR IMMEDIATE RELEASE

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Derse Opens LEED-certified National Headquarters Facility

MILWAUKEE, WI – With the increasing focus on building “green”, Derse has recently completed and moved into what we believe is the first new LEED-certified production facility in the exhibit industry. While our final LEED category level is yet to be confirmed, we are hopeful to achieve an upgraded Silver-level certification. At this time LEED certification is the only standard by which to judge the quantifiable commitment to environmental responsibility.

“In the process of planning and building of this new national headquarters facility, we’ve become smarter about how to select, apply and install green materials” says Russ Fowler, Derse’s Senior Creative Director. “We’re now better positioned to apply this knowledge to our client projects, whether they are trade shows or even permanent marketing environments.

Key factors that led to Derse’s LEED certification honors include:

- Effecting a water reduction of 40%
- Optimizing energy performance by 14% through the HVAC system, lighting fixtures and bulb efficiency
- Sourcing over 10% of materials from regional sources
- Implementing the use of low-emitting materials as adhesives and sealants, paints & coatings and carpeting
- Innovating design through green housekeeping and green education
- Accommodating alternative transportation including biking storage and changing rooms as well as separate parking for high efficiency vehicles and carpools

While we are realistic in understanding that “green” elements in the exhibit industry must be balanced with client budgets and requirements, Derse is committed to taking a proactive stance on environmental responsibility. Beyond our new LEED certified national headquarters facility, all Derse locations have been tasked with identifying areas to reduce the company’s carbon footprint. An example of this goal reaching fruition is Derse’s Chicago facility. This facility recently received the honor of an Environmental Stewardship award for retrofitting the lighting on the production floor. Derse Chicago’s new lighting affected the conservation equivalent of adding a 29-acre forest or saving 314 barrels of fuel oil each year.

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 by Advertising Age magazine as one of the World’s Top 50 Agency Companies (#45), Top 50 U.S. Marketing Services Agencies (#29), and Top 50 U.S. Promotional Agencies (#10). Derse employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis and Pittsburgh. For more information, visit derse.com.

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