



FOR IMMEDIATE RELEASE

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Derse's National Headquarters Achieves Silver LEED Certification

MILWAUKEE, WI – Derse, a complete face-to-face marketing agency, recently achieved Leadership in Energy and Environment Design (LEED®) Silver Certification from the U.S. Green Building Council (USGBC). LEED is the USGBC's leading edge system for designing and constructing the world's greenest, energy efficient and high performing buildings. Derse's building is also the first industrial building in the city of Milwaukee to achieve Silver certification level.

“The achievement of LEED® Silver for Derse reflects our continued commitment to preservation of the environment and the importance of modeling sustainability to our employees and our clients,” say Bill McNamara, Derse's VP of Human Resources and co-owner of the company. “Throughout the planning and building stages of this new national headquarters facility, our team became smarter about how to select, apply and install green materials. We're now better positioned to apply this knowledge to our client projects, whether they are trade shows or even permanent marketing environments.”

LEED certification is a point-based rating system based on accepted energy and environmental principles and implementation of emerging concepts in green design and conservation. Points are accumulated in categories such as site selection, water efficiency, energy & atmosphere, materials & resources, indoor environmental quality, and innovation & design processes. Silver certification requires new construction achieve points within the range of 33 – 38 points. Derse's building accumulated 35 points. Key factors that led to Derse's Silver Certification honor 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

Beyond LEED certification of the 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.

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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 (#46), Top 50 U.S. Promotion and Event Marketing Agencies (#9). Derse employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis and Pittsburgh. For more information, visit derse.com.

About the U.S. Green Building Council

The U.S. Green Building Council is a nonprofit membership organization whose vision is a sustainable built environment within a generation. Its membership includes corporations, builders, universities, government agencies, and other nonprofit organizations. Since USGBC's founding in 1993, the Council has grown to more than 17,000 member companies and organizations, a comprehensive family of LEED® green building rating systems, an expansive educational offering, the industry's popular Greenbuild International Conference and Expo (greenbuildexpo.com), and a network of 78 local chapters, affiliates, and organizing groups. For more information, visit www.usgbc.org.

About LEED®

The LEED® (Leadership in Energy and Environmental Design) Green Building Rating System™ is a feature-oriented rating system that awards buildings point for satisfying specified green building criteria. The six major environmental categories of review include: Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality, and Innovation and Design. Certified, Silver, Gold, and Platinum levels of LEED green building certification are awarded based on the total number of points earned within each LEED category. LEED can be applied to all building types including new construction, commercial interiors, core & shell developments, existing buildings, homes, neighborhood developments, schools, healthcare, and retail facilities.

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