



FOR IMMEDIATE RELEASE  
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## Derse Makes *Wisconsin 75* List for Fourth Straight Year

MILWAUKEE, WIS. – Derse is pleased to, once again, be honored as one the top 75 privately-owned companies in the state of Wisconsin. Sponsored by the Milwaukee office of Deloitte & Touche USA LLP, the 2008 *Wisconsin 75* list names Derse the 60<sup>th</sup> largest privately-owned company in the state of Wisconsin.

The *Wisconsin 75* awards program recognizes state-based companies with \$50 million or more in annual sales and that have a majority ownership by an individual(s), a family or an employee stock ownership program. In addition to revenue, the program recognizes business contributions to the communities in which they are located, the people who build the business, and the overall Wisconsin economy which they are a part of. Since the launch of the *Wisconsin 75* in 2003, Wisconsin's most recognized private companies have participated.

Derse debuted on the *Wisconsin 75* list in 2005 at number 68, moving to number 67 in 2006 and up to number 61 in 2007.

"It's exciting to make this prestigious list in such a consistent manner," says Bill Haney, Derse's CEO. "It's even more fulfilling to see Derse rising in position from year to year."

### 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](http://derse.com).

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