



PRESS RELEASE
FOR IMMEDIATE RELEASE

Derse Welcomes Dawn Culp as Director of Marketing Environments

Milwaukee, WI – September 28, 2010 – Derse is pleased to announce the addition of Dawn Culp to its Corporate Team as the Director of Marketing Environments.

Dawn Culp comes to Derse with over ten years of marketing, sales and project management experience in Executive Briefing Centers for Sun Microsystems. She began as a Special Projects Manager and was promoted throughout her tenure to her final position at Sun – Senior Operations & Business Intelligence Manager. In her role, she managed global business teams and operations in Menlo Park, Calif., Louisville, Colo., and Edinburgh, Scotland.

"Dawn's proven ability at Sun Microsystems to utilize business intelligence to show quantifiable ROI, will be invaluable in helping Derse clients to justify and grow their permanent Marketing Environment programs," said Adam Beckett, Derse's President. "The strategic decision to add Dawn's client-side briefing experience, paired with her passion to grow this very important vertical market at Derse, is just one more way that we will continue to deliver Smarter Wins for our clients."

Derse has successfully implemented permanent Marketing Environments and Executive Briefing Centers for a variety of clients, including SC Johnson, AT&T, Samsung Wireless, Sub-Zero/Wolf, NEC and Verizon.

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 sales
- Program management tactics that help control and reduce costs
- Creative architectural and graphic solutions that attract target audiences

Derse is recognized worldwide as one of the World's Top Event Marketing Companies (#7) by Advertising Age magazine. Derse employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Los Angeles, Milwaukee, Minneapolis, Nashville, New Jersey, Phoenix, Pittsburgh, San Diego, San Francisco and Milan, Italy. For more information, visit derse.com. Follow us on Twitter at www.twitter.com/dersesocial

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