

PRESS RELEASE
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DERSE DESIGNS SPECIALTY ROOM FOR ABC'S *EXTREME MAKEOVER: HOME EDITION*

MILWAUKEE, WI – October 11, 2010 – Derse, a complete face-to-face marketing agency, is proud to announce its recent participation in ABC's *Extreme Makeover: Home Edition* for the Arboleda family from Neenah, Wisconsin.

After learning that ABC's *Extreme Makeover: Home Edition* had selected Derse to design a top-secret room, Derse had a limited timeframe to design, fabricate and then 24 hours to install the specialty room that was unveiled to the family on Friday, August 20th. Throughout the creative, fabrication and installation process Derse worked diligently to provide an immersive, experiential environment based in superior craftsmanship.

The father, Rhex Arboleda, an exuberant music teacher with a passion for dance and music, has been working in the community teaching children how to eat healthy, while making time to record inspirational music. Arboleda, originally from the Philippines, and his wife, Claire have five children ranging in age from 2 to 10. When not teaching, Rhex Arboleda directs musicals for St. Mary Central High School.



"Derse's leadership in the experiential design and fabrication of trade shows and marketing environments made us a unique match for the *Extreme Makeover: Home Edition* team's needs on this project," said Heather Rosenow, Derse's VP of Marketing. "While the timeframe brought some interesting challenges, our team's commitment never wavered. They worked tirelessly through late nights and weekends fueled by the passion of giving back to our community and helping the Arboleda family. We are proud of our participation in this project, and commend ABC for their continued commitment to helping families in communities across the nation."

Tune in to see the Arboleda's story and home reveal for *Extreme Makeover: Home Edition*, scheduled to air Sunday, October 17th. *Extreme Makeover: Home Edition*, Sundays 8/7c on ABC.

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

The Emmy award winning reality program "*Extreme Makeover: Home Edition*," now in its 8th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. The show airs **Sundays 8/7c on ABC**.

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