

PRESS RELEASE
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SMARTER APPROACH, SUPERHERO RESULTS

Derse collaborates with ABC's Extreme Makeover: Home Edition design team for the Arboleda family

MILWAUKEE, WI – October 19, 2010 – Derse, Earth's mightiest face-to-face marketing agency, is proud to have come to the aid of the Mighty Arboledas - Neenah, Wisconsin's newest superhero team – by aiding in the design, fabrication and installation of their brand-new "Superhero Headquarters". This secret base provides the Mighty Arboledas with an experiential environment to carry out their super heroic missions, along with some high-tech surprises.

Derse teamed up with ABC's *Extreme Makeover: Home Edition* design team to create a top-secret, one-of-a-kind "Superhero Headquarters" for the Arboleda children. A limited timeframe was no match for Derse's fearless creative services, flawless project management, and fantastic fabrication, as these extraordinary powers and abilities were called to action to create an engaging environment that complimented the energy and compassion the Arboleda family brings to the community.



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.

"This project enabled Derse to utilize our innovative environmental and experiential design, fabrication and installation expertise in collaborating with *Extreme Makeover: Home Edition*, all while benefiting our local community and the Arboleda family," said Heather Rosenow, Derse's VP of Marketing. "We were humbled by the opportunity to be involved, and commend every person and every company who worked diligently to make this home a success. We enjoyed watching the joy we brought to the Arboleda family, and the excitement on the faces of the children as they entered the Superhero Headquarters."

The Arboleda's story and home reveal for *Extreme Makeover: Home Edition*, aired Sunday, October 17th. To watch the episode in full, check out www.abc.com



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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