



FOR IMMEDIATE RELEASE
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PAUSE 2 SET TO PREMIERE AT EXHIBITOR09
Derse Plans Personalized Sequel to Award-Winning Pause Experience

MILWAUKEE, WI – This time, it's personal. Thus sums up Derse's planned sequel to its 2008 award-winning "Pause" campaign, set to premiere at Exhibitor2009 at Mandalay Bay.

"We know that the economy is affecting each of our customers very differently," said Heather Rosenow, Derse's Vice President of Marketing. "Now more than ever, our guests at EXHIBITOR are looking for ideas, answers, a way forward, for what may be some of the biggest challenges of their professional careers. We intend to deliver."

The face-to-face marketing agency intends its integrated program, "Pause 2 – This Time It's Personal," as a living case study on how to put your face-to-face marketing dollars to work where those dollars will make the biggest impact. "Cost control does not necessarily mean sacrificing creating buzz, or engaging with audiences," said Rosenow. "It just means exhibiting smarter."

From a personalized, impactful pre-show mailer, to some top-secret on-site guerilla marketing initiatives, to a complete re-invention of aisle engagement strategy, through a media-rich pause-with-a-purpose experience, Derse is leaving no stone unturned to beckon event marketers hungry for actionable strategies for these difficult times.

"We plan to roll up our sleeves with our guests and explore ways to help them move their face-to-face marketing program forward," said Derse President Adam Beckett. "Pause is just the beginning."

Derse's approach to EXHIBITOR2009 is an extension of a larger initiative to help customers intelligently manage costs. "We are proactively reaching out to our customers with cost control suggestions and strategies so that they can administer their face-to-face marketing program as efficiently as possible," said Beckett, who hosted a webinar on those subjects with the company's customers in February. "And in some cases, identifying cost savings opportunities allows our customers to re-direct some funds in ways that enhance the attendee experience, leading to better results."

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 (#45), Top 50 U.S. Marketing Services Agencies (#29), and Top 50 U.S. Promotional Agencies (#10). Derse employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis and Pittsburgh. For more information, visit derse.com.

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