



FOR IMMEDIATE RELEASE

Derse Adds Creative Powerhouse to its Team

Fausin Mdisa Welcomed as Senior Creative Director

Milwaukee, WI – December 1, 2010 – Demonstrating Derse’s commitment to offering the best-in-industry creative solutions for clients, Derse is pleased to announce the hiring of Fausin Mdisa as Senior Creative Director. In this position, Mdisa will be responsible for providing strategic and innovative environmental creative solutions to Derse clients.

Mdisa comes to Derse with over sixteen years of diversified creative design, project management and international experience from Exhibitworks, Inc. and George P. Johnson Co. Most recently, he was Chief Creative Officer and Partner at 360STUDIO worldwide, working on face-to-face marketing for Ferrari, LG, Hyundai and Maserati.

“Derse has always been recognized for our global award-winning creative solutions. As our client’s strategic and experiential demands become more complex, we are thrilled to have someone whose approach combines an appreciation for the aesthetics of design and the social science implications,” said David Sherman, Vice President, Creative Services at Derse. “Our ability to attract talent like Fausin Mdisa, speaks volumes to Derse’s strength in the marketplace. Certainly, having him join our team gives us unmatched creative strength.”

Fausin’s educational background includes a BFA in Industrial Design from Center for Creative Studies, College of Art & Design; a BFA in Industrial Design from MARA Institute of Technology, and the School of Art & Design in Malaysia.

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/derse-social

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FOR MORE INFORMATION CONTACT:

Heather Rosenow, VP Marketing
800.562.2300
hrosenow@derse.com