



FOR IMMEDIATE RELEASE

Derse Expands Agency Reach with Addition of New Jersey Staff

Names Brett Hyams Director of Sales; Lauren Cushing Account Executive

Milwaukee, WI – February 4, 2010 –Derse, a complete face-to-face experiential marketing agency, announced the expansion of services to a New Jersey sales office led by Brett Hyams as Director of Sales and Lauren Cushing as Account Executive.

“Having a physical presence in the New Jersey area provides us with a tremendous opportunity to be present in local markets and collaborate closely with existing customers and future business partners,” said Adam Beckett, President of Derse. “Building strong customer relationships is a top priority for us. With their in-depth knowledge of the industry and extensive sales and marketing experience, Brett and Lauren will play a key role in further expanding our reach on the East Coast.”

With more than 20 years of industry experience, Hyams is a proven team leader committed to putting the needs of the customer first. Prior to joining Derse, he specialized in the strategic management of trade show programs for a number of key clients at a well known exhibit company and was recognized every year as a member of the President’s Circle. Hyams was also responsible for the growth of the System Division at a custom exhibit company as the sole US licensee for internationally marketed system of standardized, modular aluminum components for the exhibition industry.

Lauren Cushing comes to Derse with over 13 years of account leadership and strategic trade show marketing experience. In her position with Derse, Lauren will be responsible for assisting in new business development objectives as well as focusing on the strategic planning and implementation for clients across the country. She is well versed in marketing communications, has a proven track record for exceeding customer expectations and brings years of experience from both the agency and client side. Prior to joining Derse, Cushing served as an account executive at a large exhibit company.

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 worldwide as one of the World’s Top 50 Agency Companies (#46), Top 50 U.S. Promotional & Event Marketing Agencies (#9) by Advertising Age magazine. Derse employs more than 350 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis and Pittsburgh. For more information, visit derse.com.

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