



SCS

Press Release

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FOR IMMEDIATE RELEASE

Southern Convention Services, Inc. Announces Ownership Change

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Madison, AL: Southern Convention Services (SCS) announces the departure of Chief Creative Officer Dean Dexter, who leaves to start his own business, Gizmojo, and live near family in Cheyenne, Wyoming. Dexter, who started with the Madison-based event production company as its Exhibits Design Manager in 1994, helped build the SCS Custom Design and Fabrication product into a multi-million dollar per year business and played a key role in developing the internal graphic design and production group that became Imagine Media.

At Gizmojo he will work with Hewlett-Packard on their workstation marketing while pursuing his entrepreneurial interests in a new environment. Dexter will have a continuing consultancy role with SCS.

Dean Dexter has strong family ties to Wyoming and the full support of SCS as he embarks on this new venture. His significant contributions to the growth of SCS and Imagine Media resulted from the same entrepreneurial energy that drives his move to Wyoming. Said SCS CEO Curt Brannon, "Dean was the first professional hired in Custom Design and Fabrication and he was instrumental in helping us prosper and grow. The entire SCS team wishes him well."

"It was a pleasure working these past ten years with Dean and learning so much from him about the tradeshow industry. His insight has been extremely valuable to our success, and I am confident he will do likewise with Gizmojo," said SCS President Bryan Boyd.

SCS Exhibits and Imagine Media, its design and graphics affiliates are regional and national leaders in design innovation for exhibit and event production. Since its inception in 1987, Southern Convention Services has grown rapidly in both size and scope. Originally conceived to provide trade show support services, SCS now offers comprehensive event production and marketing support. Dean Dexter had a significant role in this growth, and we know he will continue to prosper.

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