

## FOR IMMEDIATE RELEASE

### MEDIA CONTACT:

Matt Landry  
Matter Communications, Inc.  
978-499-9250, x226  
[matt@matternow.com](mailto:matt@matternow.com)

## WCP EXPOSITION SERVICES, LLC (“WCP EXPO”) PROMOTES VETERAN INDUSTRY EXECUTIVE BOB PRIEST-HECK TO CEO

### *Champion founder and CEO Mark Epstein to transition into advisory role with WCP Expo*

**MIDDLEBORO, MA, September 25, 2008** – WCP Exposition Services Holding Company, LLC (“WCP Expo”), an event marketing holding company including Champion Exposition Services (“Champion”), the George Fern Company and Immersa Marketing, today announced that Mark Epstein, founder and current CEO of Champion, will transition into a senior advisor role with the company while remaining on the WCP Expo board. The company also promoted Bob Priest-Heck, currently the President and CEO of Immersa Marketing, to CEO of WCP Expo.

In 1986, Mark Epstein co-founded Champion Exposition Services. For more than two decades, Champion experienced tremendous growth, successfully expanding across the country, eventually becoming an acknowledged leader in the tradeshow exposition industry. In 2005 to allow for further growth and market expansion the business was recapitalized as the WCP Exposition Services Holding Company, LLC. With Epstein as the CEO of the new company, WCP Expo experienced an impressive organic growth rate and successfully completed several major acquisitions. Under Epstein’s leadership, the company became one of the largest event and tradeshow marketing organizations in the country, with offices in over 25 cities and more than 600 expert employees.

“I have enjoyed each and every moment I’ve spent building, growing and managing Champion over the past 22 years. I look forward to continuing my involvement with the company in my new role,” said Mark Epstein. “Bob Priest-Heck is uniquely qualified to ensure that Champion and the other WCP Expo brands remain leaders within the industry. I am extremely confident that he will be able to continue the growth that each of the companies has experienced and that he will uphold the expectations that we have set for ourselves and for which our clients have come to expect and enjoy.”

Bob Priest-Heck initially joined WCP Expo as President and CEO of Immersa Marketing, where he rapidly built a successful, top-notch management team that will allow him to assume the CEO position for the company. Priest-Heck has more than 20 years of experience effectively creating and deploying high-impact marketing and event strategies for companies around the world. He was previously the president and CEO of MediaLive International Inc., which owned a number of renowned international media and event properties and brands including Interop, *Business Communications Review*, COMDEX, Seybold Seminars and Publishing, VoiceCon and Web 2.0.

“Mark has had an extremely successful career as founder and CEO of Champion,” said Art Roselle, Partner, Wachovia Capital Partners. “We are grateful for his leadership these many years and will continue to work closely with him in his new capacity. As WCP Expo prepares for the next stage of growth, we are fortunate to have a capable leader like Bob Priest-Heck on our team. His track record of growing businesses in this industry is tremendous and it’s with great pleasure that we officially announce his promotion to CEO of WCP Expo.”

“My vision for the company is for WCP Expo to become a strategy and execution leader in the experience marketing segment. The global footprint of the existing WCP Expo’s companies will give us the bandwidth to make that possible,” said Bob Priest-Heck, CEO, WCP Expo. “While all three companies will continue to run as independent business units, together, we have superior resources to provide our clients with a full suite of innovative services and transformational experiences that will meet and exceed the event and marketing goals of any company.”

**About WCP Expo**

WCP Exposition Services Holding Company, LLC “WCP Expo,” includes Champion Exposition Services (“Champion”), Immersa Marketing and the George Fern Company. WCP Expo is one of the largest event marketing and service providers in North America with locations in over 25 cities and more than 600 expert employees producing over 1500 events annually.