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CHAMPION EXPANDS PARTNERSHIP WITH THE EVENT MANAGEMENT PROGRAM AT JOHNSON & WALES UNIVERSITY

Aspiring Event Professionals Obtain Hands-on, Experiential Learning Experience via Simulated Tradeshow and Event Training Lab Provided by Champion Exposition Services

MIDDLEBORO, Mass., February 12, 2009 – Champion Exposition Services (“Champion”), a leading provider of comprehensive event solutions and exposition services, announced that they have expanded their partnership with Johnson & Wales University to offer the school’s Center for Sports, Entertainment and Event Management students with real world tradeshow and event training. As part of the collaboration, Champion has donated important industry equipment and worked closely with Johnson & Wales to create a distinctive tradeshow classroom lab at the university’s Providence campus.

“Providing this kind of “real world” opportunity for Johnson & Wales students gives them the unique opportunity to see exactly what it takes to pull together a professional event or tradeshow from every angle,” said Bob Priest-Heck, CEO, Champion. “This hands-on style of learning is much more effective than simply lecturing students about tradeshow and event management in a classroom setting. In tandem with Johnson & Wales’ exceptional class-based curriculum, this innovative educational approach offers a vital experience that will prepare students for the various challenges that they will confront during their career in the industry.”

During each semester, JWU students will spend four weeks at the on-campus lab, where they will plan, create and execute every detail of a tradeshow, rotating through four roles:

- **Show Management:** Students plan, secure sponsors, market and execute a mini “mock” tradeshow as show management
- **Operations:** Students run the operations of one show, setting up pipe and drape, laying carpet, delivering equipment and moving freight
- **Exhibiting:** Students exhibit and are responsible for planning and manning their exhibit booth effectively
- **Attendee:** Based on the rotating schedule, students are able to attend classmates mini “mock” tradeshows to assess the performance of other groups and give valuable feedback

“It’s great to see the enthusiasm displayed by students when they are given the chance to test their skills in a way that they never could before. Champion’s generosity in creating this unique classroom lab setting will make a tremendous difference as our students begin their careers. This practical application gives each student the tools and confidence they need to know that they will succeed in the event management industry and further reinforces the future success of the tradeshow and event industry as a whole,” said Dr. Karen Silva, Department Chair, Sports, Entertainment and Event Management Department.

In addition to the tradeshow lab, Champion has collaborated with Johnson & Wales on a number of other initiatives for aspiring sports, entertainment, and event management students including:

- **Guest lecturers:** Champion professionals have delivered a number of lectures to students in sports, entertainment & event management majors on the trends and issues in the hospitality industry
- **Champion internships:** Champion has collaborated with Johnson & Wales University on a successful internship program, placing a number of graduates and interns in key positions at their headquarters

About Champion Exposition Services

Champion Exposition Services (“Champion”) is a leading provider of comprehensive exposition and corporate event services and solutions. Champion has been a driving force in the industry for more than 20 years. Recognized as one of the top general service contractors in North America, Champion has built a proven business model that their customers can rely on for exceptional industry expertise and resources to cover all their show management needs. Champion is a part of the WCP Exposition Services Holding Company, LLC “WCP Expo,” which also includes 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. More information on Champion can be found at <http://www.championexpo.com/>

About Johnson & Wales University

Johnson & Wales University is a world-class university, where students have an opportunity to pursue a career education in business, hospitality, culinary arts, or technology. Scores of majors and degree programs are offered at the undergraduate, graduate and doctoral level.

Johnson & Wales' four campuses are located in Providence, Rhode Island; North Miami, Florida; Denver, Colorado; and Charlotte, North Carolina. More information about Johnson & Wales University can be found at <http://www.jwu.edu/>