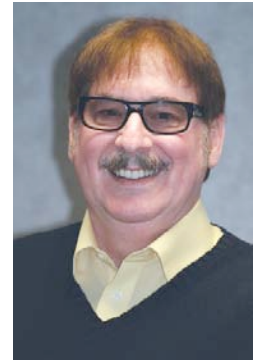


TRANS WORLD MARKETING MAKES PERSONNEL ANNOUNCEMENTS

EAST RUTHERFORD NJ USA — In continuing its effort to position itself as an industry leader, Trans World Marketing is pleased to announce the following new hires who bring a wealth of knowledge and expertise to the firm:

Dave Demers joined TWM in March 2008 as Director of Business Development and will be responsible for servicing existing clients as well as securing new business opportunities for the company. Prior to joining TWM, Dave spent over eight years in sales with Design Phase based in Waukegan, Illinois.



Dave began his career with the Thomas A. Schutz Company where he served in several positions for 21 years on both the East and West coasts. In 1996 he was promoted to Vice President and Regional Sales Manager for the Pacific Division, a position he held until 1998.

Dave holds a Bachelor of Arts degree from the University of Southern Connecticut, and resides in Woodstock, Connecticut.



Peter J. Corren joined TWM in March 2008 as Director of Business Development and will be responsible for driving new business during Trans World Marketing's planned growth initiative.

After working for ten years as President of the Corren Display Group, Peter brings a broad base of knowledge and contacts to the organization. From 1984 to 1998, Peter was employed by Henschel-Steinau, Inc. where he served in various managerial and sales capacities.

Prior to entering the point-of-purchase advertising industry, Peter held various positions in several major New York City advertising agencies.

Peter holds a Bachelor of Arts degree in Psychology from Dartmouth College. He earned his Certified Point-of-Purchase Professional recognition in 1996 from POPAI, the trade industry organization.

He and his wife Leslie have three children.



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Patty Pellegrin joined TWM in April 2008 as Senior Marketing Manager. In addition to supporting various business development initiatives, Patty will be responsible for driving TWM's identity and brand management plans, managing its internal and external communications and promoting industry-wide visibility and recognition.



Prior to joining TWM, Patty worked for nine years at Henschel-Steinau, Inc. where she served as the Director of Sales and Marketing.

Before entering the POPAI industry, Patty was a retail buyer in the fashion trade. She earned her Bachelor of Arts Degree from Montclair University.

She resides in Northern New Jersey with her family.

ABOUT TRANS WORLD MARKETING

Trans World Marketing, established in 1966, is a strategic, consultative designer and manufacturer of retail displays, fixtures, brand shops and store environments. We specialize in working with brand marketers, retailers and their agencies to create and implement targeted retail marketing programs that resonate with consumers, communicate brand values and drive sales. Trans World Marketing is a six-time POPAI Display-of-the-Year award winner.

CONTACT

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