



01.14.08

RELIEVE

TRANS WORLD MARKETING SUPPORTS BREAST CANCER BENEFIT

EAST RUTHERFORD NJ USA — Trans World Marketing is pleased to serve as a Gold Benefactor for the 13th annual Women in P-O-P Benefit to Fight Breast Cancer.

This year's Women in P-O-P Benefit will be held at the close of the In-Store Marketing Expo on Friday, Nov. 14 in Las Vegas.

The event benefits the Y-Me National Breast Cancer Organization™ a Chicago-based non-profit organization that works to ensure through information, empowerment and peer support that no one faces breast cancer alone.

"With nearly 217,000 women in the United States expected to be diagnosed with breast cancer this year alone, our free-of-charge programs and services are needed now more than ever. Because of the generosity of donors such as Women in P-O-P, Y-ME can continue to provide essential free of charge programs and services to anyone touched by breast cancer." states Margaret Kirk, CEO, Y-ME National Breast Cancer Organization.

The benefit is made possible by the support of Corporate Benefactors who underwrite the event. To learn more about the 2008 Women in P-O-P Benefit to Fight Breast Cancer visit www.instoreexpo.com or contact Susan Bishop of the In-Store Marketing Institute at (847) 675-7400, ext. 162.

ABOUT TRANS WORLD MARKETING

Trans World Marketing, established in 1966, is a leading designer and producer of point-of-purchase advertising solutions. The company specializes in custom, permanent displays, fixtures, signage and store environments. Trans World Marketing is a six-time POPAI Display-of-the-Year award winner.

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