



NEWS RELEASE

For Immediate Release:

Contact: Elise Lindsey

Telephone: 703-476-4600

Fax: 703-935-2327

[E-mail:elindsey@LoftusAssociates.com](mailto:elindsey@LoftusAssociates.com)

LOFTUS ASSOCIATES SELECTED BY BLACKBOARD INC.

Reston, VA. (December 4, 2008) -- Loftus Associates has been selected by Blackboard Inc. to provide audiovisual and production support services for its 2009-2010 domestic and international conferences and events. Blackboard's largest conference is *BbWorld® '09*, taking place from July 10-17, 2009 at the Gaylord National – Resort and Convention Center in the Washington, D.C. metropolitan area.

Blackboard Inc. is a global leader in enterprise technology and innovative solutions that improve the experience of millions of students and learners around the world every day. Founded in 1997, the company is headquartered in Washington, D.C., and has offices in North America, Europe, Asia and Australia.

“We are very excited about our partnership with Loftus Associates and value their strong commitment to customer service and creativity to ensure that our conferences are successful,” said Maria Santos, Senior Director of Global Events, Blackboard.



Blackboard will also utilize Loftus Associates' unique Speaker Vision system. Speaker Vision provides streamlined presentation management technology for meeting and content managers. A customized web link provides secure access for presenters for content/presentation uploads. Once uploaded, the Blackboard team has the ability to manage, review and approve this material in advance. The Speaker Vision team then will manage and support the Speaker Ready Room and the on-site delivery of over 130 sessions over the event dates.

For additional information about Loftus Associates services, please visit our web site at www.LoftusAssociates.com or call our headquarters at (703) 476-4600.

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1900 Campus Commons Drive – Suite 101 - Reston, VA 20191
Phone: 703.476-4600 - Fax: 703.935-2327 - [E-mail: Info@LoftusAssociates.com](mailto:Info@LoftusAssociates.com)