

LOFTUS ASSOCIATES SELECTED BY THE INTERNATIONAL ASSOCIATION OF FIRE CHIEFS (IAFC)

Reston, VA (April 19, 2007) For Immediate Release: Contact: Elise Lindsey Telephone: 703-476-4600 Fax: 703-716-8540 E-mail: elindsey@LoftusAssociates.com

Loftus Associates has been selected by the International Association of Fire Chiefs (IAFC) as their audio visual production and management partner for Fire and Rescue International (FRI) for 2007 (Atlanta 8/23-25), 2008 (Denver) and 2009 (Dallas).

"We are excited to be on the IAFC team and look forward to providing exceptional customer service and creativity to their program for many years", said Michael Loftus, president of Loftus Associates.

IAFC, founded in 1873, is one of the 10 oldest associations in the nation and celebrates its 134th anniversary this year. FRI is also one of the country's largest conferences and expositions, a member of the Tradeshow 200 with over 675 exhibiting companies and is attended by more than 15,000 people from over 40 countries around the world.

"The mission of the IAFC is to provide leadership to career and volunteer chiefs, chief fire officers and managers of emergency services organizations throughout the international community through vision, information, education, services and representation to enhance their professionalism and capabilities. We selected Loftus Associates to work with us this year based on their innovative ideas and cutting edge technology that will provide our participants with a unique and memorable event." commented IAFC Interim Executive Director Mark Light, CAE.

The Department of Defense Fire and Emergency Services Conference (DoD) is co-located with FRI and will work with Loftus Associates.

"We have an exciting venue and strong program lineup for this year's event and especially appreciate Loftus Associates commitment to expense management as we prepare for our event", said Michelle Biersner, CMP, IAFC director of conferences.

About Loftus Associates

Loftus Associates is one of the fastest growing full service audiovisual production, management and consulting companies in the nation. The company provides audio visual services to corporate, non-profit, and government events, including association meetings and conventions. Clients include: the American Immigration Lawyers Association; Lockheed Martin Corporation; the American Ambulance Association; the Society for Maternal-Fetal Medicine, American Society for Laser Medicine and Surgery and the American Urological Association.

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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