



NEWS RELEASE

For Immediate Release:

Contact: Elise Lindsey
Telephone: 703-476-4600 Fax: 703-935-2327

E-mail:
elindsey@ProductionAssociates.com

Loftus Associates' New Name -- Production Associates

Reston, VA. (October 1, 2009) - Loftus Associates announced that the company will be renamed Production Associates.

Production Associates will continue to provide our client partners with the same quality audio visual technology & equipment along with exceptional customer service that has defined hundreds of successful meetings and conventions over the last six years.

"We are very excited about our new name and feel it better reflects the company's services and technologies that we provide to our clients and meeting industry," said Michael Loftus, President, Production Associates.

Production Associates will continue to offer its unique Speaker Vision system technology to clients. 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 client has the ability to manage, review and approve this material in advance. The Speaker Vision team then manages and supports the Speaker Ready Room and the on-site delivery of over hundreds of sessions over the event dates.



Production Associates provides audio visual management, staging and consulting services to corporate, non-profit, and government events, including association meetings and conventions hosted in cities throughout the US and internationally.

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

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