



Exponents Announced New L2™ and Prestige™ Products at EXHIBITOR2010

Exponents, an Insta Worldwide Group Company, announced two important new products -- L2™ and Prestige™ -- last week at the EXHIBITOR2010 trade show in Las Vegas. The groundbreaking L2 system consists of two simple elements -- towers and kiosks -- which when combined, allow unlimited design flexibility. The system offers exhibitors the power of both reconfigurability and reusability. Prestige, a Swiss-designed custom-portable display system for large and small exhibits, offers an extensive library of solutions using unique hardware that meets every conceivable exhibit need.

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L2 builds with light. The idea behind L2 is brilliant: proprietary illuminated channels turn an entire exhibit into a light source. L2's ingenious design creates dramatic angled structures, while keeping assembly simple and shipping costs low.

The system was created for budget-conscious large-scale exhibitors who value impact. The need to decrease weight while increasing design flexibility drove L2's development. A key feature is the system's ability to reconfigure to fit a remarkable range of booth sizes. Exhibitors can add accessories to change its look and function, increasing the return on investment. With L2, exhibitors can:

- Build more presence with less material.
- Combine illuminated kiosks and towers with huge large-scale graphics to create striking exhibits that communicate your message forcefully.
- Yet, pack in just a few rolling cases.

Bruce Backer, Exponents' founder and Insta's Chief Innovation Officer, says "Exponents has a 28-year history of leading innovation in the exhibit industry. Our new products continue this proud legacy. We believe that both L2 and Prestige will help our clients to exhibit even more successfully while controlling budgets tightly."

According to Elizabeth DeLuca, Exponents' Vice President of Sales and Marketing, "Response to our new products at EXHIBITOR2010 was gratifying. Our exhibit was designed as a platform to launch L2. And it was an unqualified success. We heard over and over that Exponents was the company to watch in 2010."

Prestige™ is a flexible and versatile custom-portable display system designed by Expo Display Services, a European sister company to Exponents. This marks Prestige's introduction to the U.S. exhibit market.



A system of modules, Prestige allows clients to enlarge or reduce their exhibit's size or reconfigure easily to meet changing display needs. With Prestige, exhibitors always have the perfect showcase for their company and products, no matter what booth size. Prestige clients can expect:

- A custom-portable display system that is fresh, light and strong.
- Low life-cycle costs provided by modular components that are reconfigurable; rolling cases that are inexpensive to transport; and simple set-up, dismantling and repacking that saves time and costs.
- Durable Swiss quality and design.

Exponents also announced two other Expo Display Service portable products newly available to the North American market during EXHIBITOR2010.

PopStar™ is an extremely stable display system featuring self-locking frame for easy set-up and seamless magnetic panels for perfectly aligned graphics. PopStar is among the world's most popular pop-up displays. Its Swiss design and engineering are without peer.

Panorama™ is a lightweight and durable display frame combined with large-format color print on seamless fabric, especially well-suited to events, and in-store displays. Panorama can be transported in either a luxury sports bag or a rolling case. The rolling case transforms easily into a comfortable forward counter.

About Exponents:

Exponents is one of North America's most highly respected custom-modular exhibit designers and manufacturers. Thriving on innovation, the company has won numerous awards while helping its clients to achieve their trade show goals for over 28 years. Exponents became part of the global Insta Worldwide Group Company in October 2009. Visit www.exponents.com.

About Insta:

The Insta Group provides global exhibit solutions and offers an extensive range of innovative products and services to help customers achieve their objectives at exhibitions and events around the world. The company currently employs 550 people and has operations in 11 countries on 4 continents around the world.

The synergies between Insta and Exponents are significant. Insta, already the fastest-growing portable modular product in the industry, anticipates even more remarkable growth as a result of the partnership with Exponents. Visit www.insta-group.com.

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