



## PRESS RELEASE

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FOR IMMEDIATE RELEASE

November 2, 2012

### **Apple Rock Earns GSA Contract**

*(GREENSBORO, NC)* — Officials at Apple Rock Advertising & Promotion, Inc. have announced that they have earned a contract with the United States General Service Administration (GSA). The contract was effective on November 1, 2012.

As the centralized procurement arm for the federal government, GSA offers products, services and facilities needed by federal agencies for serving the public. In turn, GSA offers businesses the opportunity to sell billions of dollars worth of products and services to those agencies. It is estimated that government purchasing represents almost 50% of current economic spending in this country.

Under the GSA contract, Apple Rock is qualified to bid on government jobs that fall into the Schedule 78 category, Trade Show Displays & Exhibit Systems and Related Products. Apple Rock is one of only 26 approved suppliers in that category. It is one of the few providing products that are custom designed, custom engineered and custom built.

“We intend to bring the same high quality and dedicated service for which Apple Rock is known in the corporate sector to our new government clients,” said Eric Burg, President and CEO of Apple Rock. “This company is solidly positioned as a leader in the display and exhibit industry. We are built on a reputation of innovation and impeccable service, and we intend to carry that reputation forward through this new business-development channel.”

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#### **ABOUT APPLE ROCK**

Apple Rock is a manufacturer of event marketing displays and services. Their products are American made and are custom designed, custom engineered and custom built. Corporate headquarters are located in Greensboro, NC, with offices in Charlotte, Raleigh, Atlanta, Las Vegas and Europe. Apple Rock has been in business since 1988, has been recognized as one of

the Top 300 Businesses in the Southeast, was named in the INC 500/5000, and has been named as a Fast 50 Company three times in the Triad NC metro area.

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