



Trade Show Displays • Event Marketing • Branded Environments

Where Better Ideas Are Built®

FOR MORE INFORMATION:

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Apple Rock Advertising and Promotions, Inc. and ExhibitCraft, Inc. Announce Merger

Greensboro, NC- Apple Rock Advertising and Promotions, Inc., and ExhibitCraft Inc., two like-minded event marketing companies, announced today that a definitive merger agreement has been reached that will enhance both companies' overall market share in the trade show design and fabrication industry.

The merger with ExhibitCraft, based in Wayne, NJ, will further increase Apple Rock's share of business in the Northeast market. ExhibitCraft will be offering Apple Rock's own Adapt line of custom and interactive modular exhibits to customers. Combining these two experienced companies will continue to strengthen the already talented employees and loyal customer base that each company is bringing into the merger.

"Joining these two thriving companies will be a win-win for all of us, but especially beneficial for our customer base in the Northeast region", stated Eric Burg CEO of Apple Rock Displays. "The integration of both companies will take place over the next several months. Our clients will continue to receive the same high quality displays and event services they have come to expect from us over the years."

ExhibitCraft, a third generation full service exhibit house that has been in business for twenty years, will continue to operate under its name, however Apple Rock Displays will integrate some of the departments into its Greensboro headquarters. Eric Burg will be the CEO of ExhibitCraft, while Scott Walode will continue to run the day-to-day operations as President of ExhibitCraft.

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About Apple Rock Advertising and Promotions Inc.

Apple Rock Displays Inc. is an award-winning, national full service event marketing and display company that offers completely customizable displays and event solutions. Apple Rock products are American made at the corporate headquarters in Greensboro, NC. Apple Rock also has offices in Charlotte, Raleigh and Las Vegas, NV. The company that was recognized as one of the Top 300 Businesses in the Southeast, has been in business since 1988. Apple Rock was named in the INC 500/5000 and has been named as a

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Triad Metro area Fast 50 Company three times and has been awarded the SHARP award by the Department of Labor twice.

About ExhibitCraft, Inc.

Exhibit Craft, Inc. is an exhibit design, fabrication and management agency, offering customized trade show exhibits and corporate branded environments. The company that is headquartered in Wayne, NJ, specializes in a large selection of modular display systems, such as tabletop displays, portable trade show exhibits, pop ups displays, banner stands, fabric displays, panel systems, and truss systems.

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