

Skyline Genesis Event Marketing Wins 'Green Central' Terminal Competition

Winning entry brings sustainable design to New York's landmark traditional Holiday Fairs

New York, March 16, 2009 – A member of the Skyline Genesis Event Marketing team along with one of Skyline Exhibits' designers have been named the winners of the Grand Central Terminal Holiday Fair Design Competition, a high-profile contest to promote green design and manufacturing for retail environments. A jury of world-renowned designers and architects awarded David Hughes and Nate Nelson first prize over a large field that included architectural firms and design firms.

Hughes, account director with Skyline Genesis Event Marketing, New York, recognized an opportunity when the competition was announced in March 2008 and collaborated with Skyline's corporate design group, which specializes in large and complex exhibits. Nelson, an exhibit designer who champions sustainability in Skyline's International Design Center, St. Paul, Minn., designed the winning modular retail system for the annual Holiday and Spring gift fairs in Grand Central's landmark gateway, Vanderbilt Hall.

"Nate Nelson wowed the judges with his design," said Karen Weber, Marketing Director for Jones Lang LaSalle, which manages retail operations for Grand Central Terminal. "He fully incorporated the principals of sustainable design. His plan also incorporated the principals of retail success through design excellence, innovation and social consciousness."

The design competition was part of the "Green Central" initiative to improve tenant design, construction and operations of the historic train station. Vanderbilt Hall, originally designed as a waiting room for train passengers, was restored in 1992 as an exhibition and special events venue. Further restoration will incorporate energy-efficient building systems.

"Skyline Genesis is thrilled to partner with Jones, Lang, LaSalle and the MTA in their efforts to establish 'Green Central' as a sustainable facility. We totally support this effort", said Glenn Diehl, President of Skyline Genesis Exhibit Marketing.

The design competition was sponsored by the Metropolitan Transportation Agency, the owner of Grand Central Terminal and the nation's largest provider of public transportation; Jones Lang LaSalle, an international real estate money management and services firm; and the New York Chapter of the U.S. Green Building Council, creators of the standard for green building in North America.

To view the winning submission, please visit:

http://greencentralterminal.typepad.com/myweblog/files/submission_7.pdf

About Skyline Genesis Event Marketing

Skyline Genesis Event Marketing is the New York based authorized dealer for Skyline Exhibits. Its solutions range from providing full tradeshow and event marketing products and services; including custom exhibits, large format graphics, complete design services, asset management, rentals, exhibit staff training, lead management services and seminars. Skyline Genesis is known for their high quality products, great design, cost-saving portability and innovative solutions. To learn more, visit <http://www.skylinegenesis.com>

About Skyline Exhibits

Skyline Exhibits is North America's leading brand of exhibit systems. Known for high-quality manufacturing, cost-saving portability, innovative functionality, creative design and exhibitor education. Skyline has nearly 100 Design Centers in North America and representation in 38 countries. The company manufactures a broad range of products for trade shows and events—from banner stands and pop-up displays to large custom modular exhibits. With 20 integrated exhibit systems, state-of-the-art production of large-format graphics and options for exhibit rental and services, Skyline provides exhibit solutions for virtually any size or budget. For more information about Skyline Exhibits, visit <http://www.skyline.com>

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