

KING OF PRUSSIA

July 8, 2009

To Whom It May Concern:

For several years King of Prussia had struggled with holiday décor installation and takedown. With two complete sets of décor for the 2.9 million square-foot shopping center, the installation and takedown was very stressful on the staff. In 2008, King of Prussia hired Exhibit Masters to take over the Holiday Décor program. Exhibit Masters didn't simply take over the installation and takedown of our holiday décor – they took ownership of the management of our holiday décor program. Installation and takedown are smoother than I've ever experienced as a marketing manager, even given King of Prussia's two complete sets of Décor. Once Exhibit Masters started managing the décor program, they did a complete inspection of each individual piece of décor. Upon completion of the inspection, Exhibit Masters worked with the King of Prussia management team to create a three-year plan to refurbish the décor.

This partnership between King of Prussia and Exhibit Masters has been extremely beneficial for the entirety of the management staff, and instrumental in improving the efficiency and success of the Holiday Décor program.

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