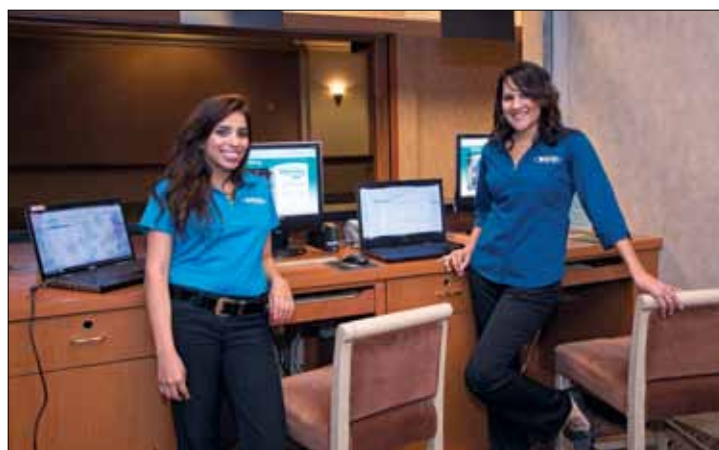


EDLEN ELECTRICAL EXHIBITION SERVICES

THE POWER PEOPLE



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Edlen Electrical Exhibition Services' success in the past three decades is attributed to CEO Emeritus and Founder Lenny Swimmer's simple business philosophy of always caring about his employees, never taking a customer for granted and sticking to what he knew best: utility services. This philosophy has laid the groundwork for Edlen to become the leading independent temporary utility contractor in the nation for trade shows, conventions and special events.

In 1975 while working for an electrical contractor, Lenny realized that no one in the South Florida marketplace specialized in providing temporary utility services for the trade show industry. This work was being performed by a variety of contractors whose primary focus was on commercial and residential business. By becoming a "specialist," Lenny knew he would have a unique advantage. With 20 years of experience behind him, he opened his first office in Miami with his business partner Eddy Cimino. In choosing a company name, "Eddy and Lenny" would become Edlen. Since

then, Edlen has become one of the most widely recognized names in the temporary utility field.

One of the key things Lenny did to create efficiencies for his new company was to build his own equipment designed specifically for use in a temporary event environment. In the early 1970s, many contractors were still utilizing material intended for use in permanent construction. With his custom equipment, Lenny lowered customer costs and provided a safer environment for exhibitors and attendees alike, while launching Edlen into the forefront of the trade show industry.

Today, Edlen has offices in 14 cities across the country, servicing more than 5,000 events annually in more than 200 convention facilities. As Edlen continues into its fourth decade, Edlen President & CEO Jim Wetterling's priorities remain the same as those of Lenny Swimmer: Take care of your employees, don't forget who your customers are and remember that being the best at what you do requires specialization and dedication to your craft.