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PRESS RELEASE

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Dallas Business Uses Economic Downturn To Attract Talent & Prepare For Recovery

Dallas, TX May 1, 2008 – If you live or work in Texas, you’ve likely seen T W Design’s creations everywhere from theme parks and restaurants to tradeshow halls, sports arenas, museums and shopping malls. But this Dallas-based family owned business has never had a structured sales and marketing force in their 26-year existence.

In late 2007 when key clients began reducing budgets, it became evident that a new direction was needed. When President and CEO Dorcie Farkash began recruiting sales and marketing professionals, she was surprised at the level of talent available. With massive layoffs plaguing many businesses and experiential marketing firms, T W Design was able to quickly assemble a “first choice” team that fit their unique and highly creative business style.

“We’ve found the idea of cutting back on personnel and marketing expenditures during a recession to be flawed reasoning” Farkash said. “In fact, T W Design has gone a step further by updating our website, producing new marketing materials and launching an extensive branding overhaul. Taking advantage of deeply discounted vendor rates

available during recession times has proven to be sound business practice for us.” As far as Farkash is concerned, “This downturn will not last forever. When the economy bounces back we’ll be ready for it with a fresh look, a well assembled team, and a head start on the competition.”

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T W Design specializes in designing, building and installing dynamic themed and interactive marketing experiences for a wide range of applications including tradeshow exhibits, theme park attractions, corporate showrooms, museums, model trains and more. For additional information, contact Aaron Fox at (214) 634-2965 or visit www.twdesign.com