



FOR IMMEDIATE RELEASE

Elevation Exhibits Makes Olympic Splash

*Health Management Corporation commissions pool-sized staging
for US Swim Team Olympians at NYC Event*

Shrewsbury, Mass., November 18, 2008 – Elevation Exhibits, an award-winning exhibit design firm creating practical and lasting visual messaging solutions, today announced the undertaking of media staging, murals and graphics for an Olympic “Healthy Splash” pool event held at New York’s Flushing Meadow Corona Park Aquatic Center last weekend.

Health Management Corporation (HMC), one of Elevation Exhibits’ clients, sponsored the event on Saturday in conjunction with the US Swim Team and the NYC Department of Parks and Recreation. Eight of this summer’s US Olympians and other members of the US Swim Team participated in the event, which brought over 500 kids from the city’s boroughs to meet and get wet with this summer’s Olympians.

Quick turnaround and the sheer scale of the venue were key challenges of the project. HMC commissioned Elevation Exhibits to tackle the opportunity which also included the installation of finished materials and properties on an accelerated timeline. Graphics included a 54-foot-long mural 12-feet high extending along the Aquatic Center’s Olympic-sized pool, plus hanging banners 28 feet wide by 11 feet high.

Other features included media walls where the Olympians met fans and signed autographs, a three-tier stage replicating the Olympic podium surrounded by banners, more graphics on table tops and easels, and a truss installed over the entrance staircase with graphics highlighting the event.

“Tackling a project like this in under a week was a real test of our responsiveness and commitment to customer service,” said Ken Karns, Elevation Exhibits president and principal. “A major part of our mission is giving clients the confidence to grab opportunities that come along suddenly, knowing they can rely on our ability to set the stage.”

In this case, the Healthy Splash venue provided its own epic scale. The newly-opened Flushing Meadows Corona Park Aquatic Center is the largest recreation complex ever built in a city park. The \$66.3-million complex totals 110,000 square feet and features an Olympic-sized pool and a NHL-regulation ice rink. The indoor public pool was the first new pool to open in New York City in over four decades, and has an adjustable floor and diving tank for public swims and competitive meets.

ABOUT ELEVATION EXHIBITS

Elevation Exhibits designs and manufactures world-class, award-winning exhibits for top companies in diverse industries. With a proven ability to manifest a client’s messaging vision into a creative, practical, and lasting solution, Elevation Exhibits’ expertise and creative design services extend beyond trade show environments to include retail malls and showrooms, training centers, corporate lobbies, welcome centers and museums. Some of the clients in Elevation Exhibits’ portfolio include Boston Acoustics, Color Kinetics, Microsoft, and Raytheon. Founded in 2006, Elevation Exhibits is headquartered in Shrewsbury, Mass., with a 100,000 square-foot design and manufacturing facility. For more information, visit <http://www.elevationexhibits.com>

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