



PRESS RELEASE

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February 18, 2013

Apple Rock Displays Celebrates 25 Years of Service to the Trade Show and Event Marketing Industry

(GREENSBORO, NC) — During a time in history when more businesses have closed their doors than any other period except the Great Depression, Apple Rock is celebrating 25 years of positive growth, job creation, technology innovation, service to the trade show and event marketing industry.

To celebrate this milestone, Apple Rock will unveil their most recent technology innovation at Exhibitor2013 in Las Vegas in March. Products to be introduced include a 46" ADAPT Interactive Touch-Screen Counter and an ADAPT Interactive iPad 2.0 Application.

From its journey as an in-house agency for Carolina Country RV to one of the country's premier trade show and event marketing companies, Apple Rock has leveraged smart leadership, a commitment to technology and a reputation for impeccable customer service as the company continues to grow across the U.S. and abroad.

"Our success is built on anticipating trends, pushing the limits of technology and adapting our business model accordingly," says Eric Burg, President and CEO of Apple Rock. "Our clients are in business to create their own futures. In helping them succeed, we have created success for ourselves."

From their 85,000-square-foot headquarters in Greensboro, NC, Apple Rock focuses on investing and reinventing. Topping the company's list of corporate objectives is to maintain its position as a leader in technology.

"Few things have impacted the trade show industry as much as technology," says Burg, "so we constantly strive to give our clients the interactive and electronic tools they need to succeed."

With additional showrooms and expanded operations in Charlotte, Raleigh and Las Vegas, Burg believes that a strategic approach to growth and the expansion of the company's corporate footprint have been key factors in its success. "Our growth has been intentional," says Burg. "We have built the business not only by investing in our clients, but by identifying the communities that best serve those clients, and by investing in those communities through job creation and economic development."

Apple Rock will hold several events to commemorate its 25th anniversary, including an open house on April 24 at its headquarters in Greensboro, NC. In addition, the company will roll out a new website and new branding this year, as well as hold open house events at its showroom locations in Charlotte, Raleigh and Las Vegas. Dates have not yet been set for those events.

"Our future is directly linked to our past," says Burg. "We have always been an innovator, and we have no plans to change. We will continue to bring better ideas to the table."

To further share its success with the community, leadership at Apple Rock has announced that the company will donate a portion of profits throughout its anniversary year to charity through a program called Displays for Hope. Company employees will identify four charities to receive funds during the year. More information on Displays for Hope and the charities Apple Rock will support will be shared in the coming weeks.

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Apple Rock has been recognized as one of the Top 300 Businesses in the Southeast, was named in the INC 500/5000, and was named three times as a Fast 50 Company in the Triad NC metro area. For a complete history, go to www.applerock.com.

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