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FOR IMMEDIATE RELEASE

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Apple Rock Announces ExhibitCraft, Inc. now Apple Rock New York/ New Jersey

Greensboro, NC—Apple Rock Advertising and Promotion, Inc. (Apple Rock) announced July 1, 2016 that ExhibitCraft, Inc., their sister company based in Wayne New Jersey, is now officially named Apple Rock New York/ New Jersey.

In early 2015 the two long standing event marketing companies merged, enhancing both companies' overall market share in the trade show design and fabrication industry. The merger has increased Apple Rock's sales and production capacity, and expanded their geographic footprint in the Northeast. Now branded as an Apple Rock office, the New York/New Jersey complete the regional offices with offices in major event regions – Southeast, Northeast and West Coast. In addition, the New York/ New Jersey office is expanding their staff with the addition of 3 new account executives to better meet the demand of the market place.

"As an already established industry leader, combining these two experienced companies into one cohesive Apple Rock brand will continue to strengthen our presence and brand recognition," stated Scott Walode, President of Apple Rock New York/ New Jersey (formerly ExhibitCraft, Inc.)

"With expanded capabilities, we can now offer our clients a more diverse product offering, reduce their shipping expenses, backed with the same quality and support we have always been known for." Add Eric Burg, CEO of Apple Rock.

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About Apple Rock Advertising and Promotions Inc.

Apple Rock is a nationwide full service event marketing and display company that offers completely customizable and modular displays. Apple Rock's ADAPT products are American made and are custom designed, custom engineered and custom built. Corporate headquarters are in Greensboro, NC with additional offices in Charlotte, Raleigh, Las Vegas and New York/New Jersey. Apple Rock has been in business since 1988, was recognized as one of the Top 300 Businesses in the Southeast. Apple Rock was named in the INC 500/5000 and has been named as a Fast 50 Company three times, in the Triad Metro Area.

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