

NEWS RELEASE



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Skyline Exhibits & Events Announced as Latest Sponsor

Greensboro, N.C. (November 24, 2009) -- Skyline Exhibits & Events of Greensboro has become the latest sponsor of the 2011 U.S. Figure Skating Championships. Skyline is providing attractive banner stands and a table top display essential to promoting the 2011 U.S. Championships at figure skating competitions, special events, festivals, and trade shows.

"With our headquarters in Greensboro and the 2011 Figure Skating Championships being staged at the Greensboro Coliseum Complex in our hometown, it made perfect sense for us to play a significant role," said Michael Criscuolo, Vice President of Operations for Skyline. "Our products are a natural for events both large and small. They will help call attention to, and build strong awareness of, the Figure Skating Championships."

Skyline's banner stands were first used by North Carolina 2011, Local Organizing Committee (LOC) for the 2011 U.S. Championships, at Skate America in Lake Placid, New York, this past weekend. North Carolina's banners received numerous compliments from attendees and were an important factor in generating strong interest and good ticket sales at NC 2011's concourse location.

"Skyline's displays give us tremendous flexibility in our special event or trade show set-up," said Faryn Driscoll, NC 2011 Director of Operations and the LOC staff member in charge of the 2011 Championships' presence in Lake Placid. "We could potentially staff up to 5 different events in 5 different markets simultaneously with our Skyline banner stands. And the table top display adds even more marketing and promotional capabilities."

NC 2011 is pointing towards deploying all of the Skyline-provided equipment in Spokane, Washington in January at the 2010 National Championships. Spokane organizers are expecting to break the U.S. Championships' all-time attendance record, so a standout display for NC 2011 is a must for attracting figure skating fans to Greensboro.

- About North Carolina 2011 -

North Carolina 2011 is the local organizing committee for the 2011 U.S. Figure Skating Championships to be held in Greensboro, N.C. NC 2011 encompasses a collaborative team consisting of the Greensboro Coliseum Complex, the Greensboro Sports Commission, the Greensboro Convention & Visitors Bureau, Sports & Properties, Inc., and the North Carolina Figure Skating Association. The 2011 U.S. Figure Skating Championships are sponsored locally by Lowes Foods, Presenting Sponsor; and by Official Sponsors: Greensboro Coliseum Complex, Graphic Visual Solutions, BEM Interactive, MediaFit, Annese PR, Ice Rink Events, and Skyline Exhibits & Events. For more information on North Carolina 2011 and the 2011 U.S. Figure Skating Championships, visit www.northcarolina2011.com.

- About U.S. Figure Skating -

U.S. Figure Skating is the national governing body for the sport of figure skating in the United States as recognized by the United States Olympic Committee and the International Skating Union. U.S. Figure Skating is comprised of more than 700 member clubs, collegiate clubs, and school-affiliated clubs and more than 900 registered Basic Skills skating schools representing approximately 170,000 members. U.S. Figure Skating is charged with the development of the sport on all levels within the United States including athletes, officials, sanctioning of events and exhibitions, and establishing the rules and guidelines by which the sport is governed. For more information on U.S. Figure Skating, visit www.usfigureskating.org.

- About Skyline Exhibits & Events -

Skyline Exhibits & Events is a leading event marketing agency specializing in designing, fabricating, and servicing innovative exhibit systems, as well as providing concept-to-creation solutions for business-to-business marketing environments, including trade shows and corporate interiors. For more information visit: www.skyline-events.com