



## **GES® Unveils New Name and Brand for its Future as Global Experience Specialists**

*New GES brand signifies commitment to creating the world's most meaningful, memorable experiences for brand marketers, show organizers and event attendees*

LAS VEGAS – Feb. 2, 2010 – GES today unveiled its new name and brand identity while emphasizing its commitment to creating the world's most meaningful and memorable experiences for brand marketers, show organizers and event attendees.

As a part of this transformation, Exhibitgroup/Giltspur (EG) and Becker Group became part of newly named Global Experience Specialists, Inc. (GES). The consolidation follows the July 2009 strategic reorganization of experiential marketing and event services under parent company Viad Corp (NYSE: VVI). With 58 locations and 3,000 employees worldwide, marketers will be able to tap GES for an unparalleled portfolio of event solutions.

“Our new name represents a united, global team of specialists, dedicated to building powerful face-to-face events and brand experiences that define our clients’ success,” said John Jastrem, president, GES. “A holistic approach under one company will allow us to better serve our clients and our industry.”

“We are fully committed to the success of this business, which requires reinventing ourselves and our industry to meet the growing needs of business leaders today. In the age of social media and web 2.0, face-to-face events are an important driver of the entire marketing mix. No matter how far technology evolves, nothing will ever replace the physical experience of handling and trying out new products, or shaking hands with a business partner. We need to focus our efforts on elevating exhibitor and attendee experiences and challenging the conventional practices of the past,” said Jastrem.

The company has adopted a new brand identity which includes a new logo, look and feel to reflect its vision of “experience” and continued commitment to clients.

### **About GES**

Las Vegas-based Global Experience Specialists, Inc. (GES), a Viad Corp (NYSE: VVI) company, is a leading provider of exhibition, event and retail marketing services. Given its recent consolidation with Exhibitgroup/Giltspur and Becker Group, GES provides an even wider range of services, including turn-key official show services, cutting-edge creative and design, marketing and measurement services – all with an unrivaled global reach. GES partners with leading shows and brands, including the International CES, Spring Fair Birmingham, International Woodworking Fair, CONEXPO-CON/AGG and IFPE, Bell Helicopter, Genzyme, L’Oreal, Warner Bros., and Simon Property Group. For more information, visit [www.ges.com](http://www.ges.com)

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