

For Immediate Release

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**DELPHI AND ICON LAUNCH AS GROUP DELPHI
New Brand Reflects Singular Identity and Expanded Scope for the Merged Companies**

ALAMEDA, Calif.— Nov 19, 2009 – Delphi Productions and ICON Exhibits today announced the enterprise’s new corporate identity, Group Delphi. The move to a singular name reinforces the coming together of the two companies, which merged in March of this year, to serve the exhibit, events, museum and media marketplace. The Group Delphi name reflects the organization’s expanded scope, collaborative approach and integrated product offerings. A new logo and website, www.groupdelphi.com, are also key elements of the Group Delphi brand and, like the name, are effective immediately.

“Since our merger in March, it was our intention from the outset to create a singular corporate identity,” said Justin Hersh, Group Delphi’s CEO and president, and Delphi Productions’ founder. “We arrived at a new identity that we believe captures who we are as a company, namely: an enterprise with breadth and depth of service, geographic reach and mindshare; a group of people who are passionate about what we do and excited about the future of our business; and a strong, forward thinking company ready to tackle the challenges of the new economy.”

“The status quo is not an option in today’s economy,” said Michael Parrott, Group Delphi’s Chairman and ICON’s founder. “Our industry and our customers’ needs are changing and, more than ever, face-to-face marketing programs of all shapes and sizes have to deliver results. Marketers need a partner who is going to help them grow profitably by creating memorable experiences and dynamic environments, which is our mission. Group Delphi is that partner and our new name represents our commitment to stay at the market’s forefront, collaborating closely with our clients so that we can deliver fresh, creative, integrated solutions that are right for their product, service, audience, brand and budget.”

The origins of the Group Delphi name are two-fold: the word “Delphi” harkens back to the Greek Oracle and the tradition of powerful communication. The word “Group,” deliberately the lead word in the name, reflects several critical aspects of the company. “Group speaks to the bringing together our two companies,” comments Hersh. “Group speaks to the way we work together and with our clients, and it speaks to the depth of what we do.” Hersh continues, “Both words speak to our company’s theater roots.”

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Group Delphi provides strategic and creative solutions for companies' face-to-face marketing needs. Delphi Productions and ICON Exhibits merged in March 2009, creating a diversified enterprise with a more robust product, service and solutions offering for organizations in the tradeshow, events, museum, media and retail marketplace. Building from the strength, expertise and longevity of its founding companies, Group Delphi has nearly a century of industry experience, an extensive geographic reach with offices in the San Francisco Bay Area, Ft. Wayne, Chicago and Berlin, Germany, and a strong industry commitment through key affiliations with EDPA, TSEA, HCEA, CEMA, EMI, IFES and AAM. For additional information about Group Delphi, please visit www.groupdelphi.com .

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