

FOR IMMEDIATE RELEASE

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SKYLINE NEW YORK TO REVOLUTIONIZE THE TRADE SHOW INDUSTRY

Hauppauge, New York – June 22, 2009 – Skyline announces several new products that will revolutionize displays in the trade show industry. “Studies show that exhibitors are having more success getting to their target audience at small regional and larger national shows. For that reason, many exhibitors have been seeking innovative displays to differentiate themselves from their competition. We’re proud to announce a new line of products that meets that need”, said Bob Watson, President and CEO.

The following new line offers lightweight properties that will reduce costs to ship and store the displays, they also set-up easier while offering durability and functionality.

FOR EXHIBITORS:

Mirage® Backlit

Mirage, the most durable pop-up display in the industry, can now have a greater impact with bright, low energy LED lights to attract even more attention. This product was chosen by attendees at the *EXHIBITOR2009* event as the best new Skyline product.

DesignView™ Presentation System

With front or rear screen projection, DesignView combines a short-throw projector with a big, branded graphic that has a built in screen area for seamless impactful messaging. The ability to have a branded, changeable, portable presentation system brings a new level of flexibility and impact to trade show exhibitors and event marketers. They no longer have to buy graphics when they want to change their message.

Myriad™ InLine Banner Stand

Myriad gives exhibitors a full inline display with just two lightweight banner stand units. Myriad’s center banner adds graphic area with little additional weight and no extra hardware. Best of all, exhibitors can show literature and products on Myriad’s variety of repositionable shelves and literature holders.

Convey™ Information Placard

Convey was a hit at the *EXHIBITOR2009* inline booth and a top choice by exhibitors. Its compact size, style and ability to show a small graphic, literature display or serve as a digital picture frame, was well received. This can be used as a stylish marker in a trade show booth or as a stand-alone kiosk in retail applications, office lobbies or at special events.

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InterfaceFLOR® Carpet Tiles

This modular carpet means a greater level of design without investing in custom carpet, as different colored carpet tiles can be arranged into a custom pattern or even cut to make a completely unique look that enhances exhibit design. It's recyclable and is the most environmentally sustainable carpet available for trade shows today. It is also available as a rental in Las Vegas and Orlando.

OPEN HOUSE BY INVITATION ONLY

Skyline will be announcing an invitation only *Open House* where exhibitors, retailers and vendors can tour their showroom and view the new products.

ABOUT SKYLINE NEW YORK

Skyline New York is a full service exhibit design and manufacturing firm that works with all size budgets to design and manufacture effective displays for trade shows, retail and corporate events. As a client centered firm, Skyline New York also offers educational programs, coaching and training services, management of all show logistics and marketing support from concept to conclusion. They are committed to their client's success.

For further information call 631-586-9400. To view Skyline New York's latest portfolio of products visit their site at www.skylinenewyork.com.

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