
FOR IMMEDIATE RELEASE

AVI-SPL's Creative Show Services Division and E-proDirect Marketing & Technology announce Strategic Partnership to market and support EproMeetingApp Solutions

Tampa / Orlando, FL – February 20th, 2012: Leading audio video communications provider AVI-SPL announced today a strategic partnership with the hospitality industry's leader in Meeting Marketing & Technology, E-proDirect. This partnership enables AVI-SPL to jointly market and support E-proDirect's native mobile app solutions for meetings and events worldwide, including associations, conference hotels and resorts, and corporate events. The combined experience of both E-proDirect and AVI-SPL will provide clients the best possible solutions to connect events to attendees in an engaging, innovative and sustainable manner.

"At AVI-SPL, we take great pride in offering our clients leading-edge technology products and services so they can get maximum attendee engagement in their meetings," said Jim Engelmann, director of sales, Creative Show Services, AVI-SPL. "Meeting applications for smartphones continue to be a fast-growing trend that directly contributes to attendee engagement. There are many options and facets to consider. We chose E-proDirect because of their experience and understanding of the hospitality industry as well as their proven, effective smartphone technology. This, plus E-proDirect's marketing experience and impressive client service levels, provide AVI-SPL with the perfect partner to develop and market these app solutions for our clients."

"AVI-SPL is an industry pioneer who is staying ahead of the learning curve to best serve their clients." said Chris Wezel, owner and chief visionary officer at E-proDirect. He continues, "The benefits for AVI-SPL's clients and their attendees are meaningful and relevant. Not only do these apps save paper and printing costs, but they maximize engagement with event attendees before, during, and after the event. And, for non-profit organizations, these apps can generate incremental sponsorship opportunities and revenue streams. We are honored that AVI-SPL chose us as a strategic partner"

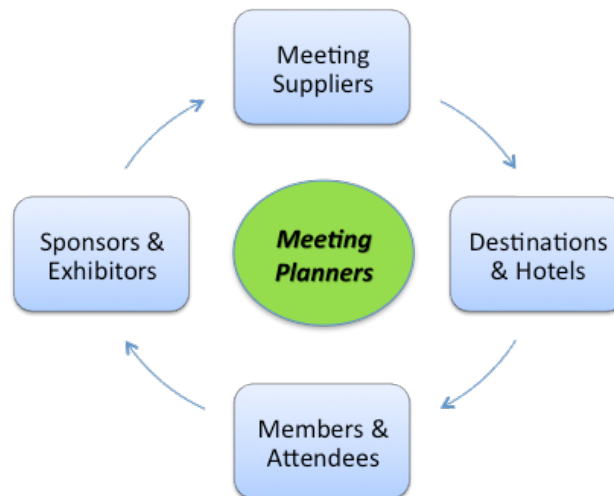
About AVI-SPL

AVI-SPL is a global leader in audio video communications technology, providing comprehensive solutions and services for professional AV installation, telepresence and video conferencing, digital media systems, control rooms and network operations centers, hotel rental services, event staging and production. Headquartered in Tampa, Fla., AVI-SPL has highly-trained and certified system engineers throughout 32 U.S. offices and an international network of solution providers in 30

countries. Please visit www.avispl.com or www.creativeshowservices.com for more information or to connect with AVI-SPL on [Twitter](#), [Facebook](#) and [LinkedIn](#).

About E-proDirect

E-proDirect is an innovative marketing and technology company focused solely on the meetings and conventions segments of the hospitality industry. E-proDirect leverages technology to connect the hospitality industry:



Launched in July 2002 with DirectConnect, E-proDirect has continued to grow and enhance its product line to include MeetingMart.com, EproMeetingApps and EproDMC. EproMeetingApps provide solutions for all types of Event and Meeting needs. All EproMeetingApps are full featured, custom, native apps that work across all smart-phone platforms.

E-proDirect is headquartered in Boca Raton, FL with Sales Teams in key US regions. For more information on E-proDirect or any of its products, visit our websites at www.EproDirect.com or www.EproMeetingApps.com.