



Exponents to Launch Breakthrough LUMITURE™ Display System

(San Diego, April 10, 2007) - Exponents, Inc., an innovative, component-based custom exhibit design and manufacturing company, previewed its latest breakthrough product, LUMITURE™ *Illuminated Architecture*, at the Exhibitor Show in Las Vegas March 25th. The soon- to- be released structural illuminated display system is the first of its kind. The system lights frames and ceilings from within. LUMITURE consists of a series of vertical frames and horizontal ceilings. The illuminated frames support graphics, product displays, counters and light boxes. The ceilings incorporate tension fabric and lighting valances among other materials. The overall effect is dazzling lighting effects radiating from inside the structure itself.

According to Bruce Backer, founder/CEO of Exponents and principal designer of LUMITURE™, “the key advantage of this pioneering product is its internally-illuminated frames and long-spanning ceiling structures that create high impact displays for large exhibits. The result is an open space, free from vertical supports, that makes for dramatic impact and a comfortable working environment.”

At 4”x 8” the “C”-shaped channel is one of the largest in the industry, and is the first that is designed to carry fluorescent or LED lighting inside. The scale of this system allows designers to create large exhibits with fewer components, keeping shipping and set-up costs extremely reasonable.

Adds Steve Rossman, Exponents’ executive vice president, “LUMITURE™ is an important step in the evolution of trade show exhibits. It is designed in modular assemblies that easily configure to a myriad of options and it is expandable for changing exhibit spaces. Our preview of this system at the Exhibitor Show drew an enthusiastic response from the exhibiting community. Our worldwide launch date for this breakthrough in illuminated architecture is June 15th.

Dick Wheeler, President of Professional Exhibits & Graphics and Exponents’ Partner of the Year, cites, “LUMITURE™ is certain to create large island and peninsula solutions that the trade show exhibit industry has not yet seen on the show floor, manufactured by a component-based manufacturing company. LUMINENTS™, a product released a few years ago, was a home run for Exponents. LUMITURE™ is certain to be a grand slam.”

About Exponents:

Based in San Diego with an office in Irvine, California, Exponents is a pioneering component-based custom exhibit firm with 60 employees, thousands of clients, and 65 authorized dealers who represent its products in the U.S. and abroad.

Exponents creates exhibits that combine patented processes, state-of-the-art manufacturing and design brilliance. The Company has engaged in non-stop product development for 25 years.

Exponents product innovations include: Exponents Panels (the first “full bleed” exhibit panel system), Tall (the tallest, thinnest, lightest, and strongest full height panel system of its time in 1993), HeadLines™ Posts & Beams (a component-based custom display assemblage in 1997), Luminents™ (a breakthrough, lightweight display system in 2002), CrossOver™ (an innovative series of kiosks that give pop-up displays added dimensions in 2006), and AIR™ (a portable trade show display system in 2006). Go to www.exponents.com or call 1-800-451-4723 for more information.



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