



FOR IMMEDIATE RELEASE: (Contact: James Cullen; email: James.Cullen@avrd.cc)

New Audiovisual Company Hires a Meeting Planner to Handle Sales Strategy

AV Rental Depot appoints Certified Meeting Professional - Joe Doyle to Market New Venture

BOCA RATON, Fla. -January 26, 2008 - **AV Rental Depot** (www.avrd.cc), a new audiovisual rental division from Multi Image Group, announced today that it has hired a meeting planner to handle marketing and sales initiatives. South Florida's certified meeting professional, Joe Doyle, was hired as Account Executive. As AV Rental Depot's first new hire, Joe will plan and promote audiovisual rental solutions to event professionals in South Florida and assist in developing its nationwide audiovisual e-commerce business. Doyle's background in meeting planning, event marketing, corporate audiovisual management along with his creative skills will be utilized to help develop marketing campaigns, product selection, business processes, sales and services.

AV Rental Depot's decision to utilize a professional meeting planner in a strategic position is a growing trend. "Manager-level meeting planners are increasingly becoming a strategic component in a company's decision making process" says James Cullen, AV Rental Depot's General Manager, who hired Doyle. "It is a real plus for us. Not only is today's seasoned meeting planner educated and have business savvy; they know how to think outside the box, speak at the executive level and provide valuable input in the creative process. Joe brings to the table these skills and, as a bonus, brings local market knowledge of the meeting industry."

AV Rental Depot recently announced its new venture that offers South Florida's live event market segments with audiovisual rental solutions ranging from audio, video, lighting, trussing, stage sets, supplies and other "cool stuff". Its e-commerce website will offer new products nationwide to the audiovisual and touring professional who seek technical solutions and recommended AV gear. AV Rental Depot's parent company, Multi Image Group, a 30-year-old, Boca Raton-based corporate event production company that services many Fortune 500 companies, together will leverage and share inventories, warehousing and office space.

"With more than 80,000 square feet of warehouse space that is stocked with AV gear, stage sets and offices full of experienced event professionals, AV Rental Depot is uniquely positioned as an ultimate resource for AV gear and service in South Florida," says Joe Doyle. "Our ability to leverage each company's inventory, skill sets and service is quickly making AV Rental Depot a favorite among independent event producers, meeting planners, event venues and audiovisual partners. Our marketing strategy is to provide clients who want quality and tested gear that is readily available at a great price with short-term rental solutions. We are quickly squelching the need for event producers to piece-meal their local equipment needs from a slew of sources. When they can source it from one partner it saves them money, time and undue stress."

Prior to joining AV Rental Depot, Doyle served the meeting industry in various capacities. He provided destination management client services for Fortune 500 companies who held incentive programs in The Bahamas; was a corporate meeting planner for HR and staffing giant Spherion Corporation in Fort Lauderdale, FL and held management positions at several performing art center venues. He is currently the immediate past president and board member for the 500-member Meeting Professional

International's South Florida Chapter (SFMPI), which serves South Florida's meeting professionals with education, networking and business opportunities. Doyle received a Bachelors of Business Administration degree from Florida Atlantic University in Boca Raton, FL.

About AV Rental Depot

AV Rental Depot, a division of Multi Image Group, is a rental supplier of audiovisual equipment for South Florida's meeting and event market. Its rental equipment ranges from audio, video, lighting, trussing, stage sets, supplies and other "cool stuff". Their e-commerce website will offer similar gear and offer permanent solutions nationwide to audiovisual and touring professionals who seek professionally recommended AV gear. The e-commerce business is set to launch in January, 2008.

AV Rental Depot started operations in the October of 2007 and shares office and warehouse space with Multi Image Group's 80,000-square-foot main facility in Boca Raton, FL. The company expects fast growth as the two companies leverage resources and services for clients. AV Rental Depot provide clients with great service, quality products and discounted rental pricing, while Multi Image Group provides full production services. To learn more, visit www.avrd.cc.

About Multi Image Group

Multi Image Group, a privately held company, is a leading event and communications company that provides turnkey event communication solutions for companies world-wide. As an industry leader in event production, Multi Image Group provides companies with event concepts, designs and stage productions to effectively relay company messages and branding. Founded in 1977 by Jim & Arlene Sclafani, the Boca Raton, FL based company employs over 90 industry professionals at its 80,000-square-foot facility located in the center of Boca Raton's corporate business hub and has sales offices located in Boston and New York.

Multi image Group (MIG) has sustained a remarkable reputation as being a strategic communications company that delivers the finest in world class show production. The facilities are fully equipped with the latest in event technology including a stage-set shop, graphic design suite, digital lab, photo studio, audio studio and video editing suites. MIG provides its services to Fortune 500 companies and small to mid-size companies who hold business meetings and incentive programs across the globe. To learn more, visit www.mig.cc.

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