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For Immediate Release

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Interpretive Exhibits Launches Podcasts on Tradeshow Exhibiting

(Salem, Oregon)

Interpretive Exhibits, Inc. has published the first known podcast in the exhibit industry, continuing their lead in using online audio. The podcasts, available at www.interpexhibits.com, will feature interviews with industry consultants, experts and other participants.

“We’ve been putting audio online for a few years now as a part of our ‘Listening Lounge,’” said Tim Patterson, VP of Sales and Marketing for Interpretive Exhibits. “Publishing these interviews as a podcast was a natural step.”

The first podcast features a 15-minute interview with Keith Reznick of Creative Training Solutions of New Jersey. Mr. Reznick specializes in helping companies prepare their sales and booth staff for the unique environment of tradeshow selling. The interview covers a number of elements important to success and how to get an edge over your competitors on the tradeshow floor. That podcast was followed up with interviews with The Tradeshow Coach Susan Friedmann and industry consultant Kathleen Gage.

Interpretive Exhibits’ podcast – creatively referred to as ‘The IE Exhibit Listening Lounge,’ will be published on a semi-regular basis, approximately twice a month. People interested in subscribing should visit the company’s website: www.interpexhibits.com.

[Podcasting is a relatively new method of delivering online content, such as audio, via an RSS (Really Simple Syndication) feed. Listeners must subscribe to the podcast or access it online. Once the audio file is downloaded to their computer, they can then transfer it to an iPod or other MP3 player and listen to it at their convenience. Podcasting has been compared to TiVo as a method of ‘time-shifting’ content for convenience.]

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