



For Immediate Release

The Freddie Georges Production Group and The Liquid Way Combine Forces to Create A Powerful Strategic Alliance

Partnership Creates Force in Brand Experiences through Trade Show and Event Management, Public Relations, Experiential Marketing and Viral Campaigns with offices and staff in both the U.S. and U.K.

London, England and Los Angeles, CA—November 18, 2009—The Freddie Georges Production Group (FG/PG), a trade show and special event company based in the U.S., and The Liquid Way, a public relations and experiential marketing company based in the U.K., have created an exclusive partnership to offer their suite of services to each of their clients. The strategic alliance was born out of many years of being colleagues and fans of each other's work.

“We looked at our core competencies and realized that through our partnership we will bring a best-of-breed suite of services to our existing clients, and provide creative leadership and innovation to new clients,” said Freddie Georges, CEO of FG/PG. “In addition, our clients do business in Europe and this alliance is the perfect opportunity to provide global reach to global brands.”

“Our clients kept asking for Liquid to help them with their trade show and special events and it was clear, when Freddie and I discussed a strategic collaboration, that if we combined forces, we could offer a full-service portfolio of capabilities that will complement each other and provide exactly what our clients have been asking for—full service brand leadership,” said Anton Jerges, CEO of The Liquid Way.

The new partnership, with offices in Los Angeles and London, will service a global roster of blue-chip clients including Warner Bros. Interactive, CNET, Take Two Interactive, Rainbow Media/Cablevision, Uniqlo, Quantas, Samsung, Bang and Olufsen, Hitachi, Conde Nast, Bentley and American Airlines, among others.

Marketing communication services now offered at both companies include creative strategy; trade show event design, fabrication and management; experiential marketing; special event concepts and management; public relations, viral marketing and brand positioning.

Both companies have won numerous creative awards for their client work including PROMAX, Exhibitor Magazine and CTAM for FG/PG and Brand Experience and Eventia for Liquid.

About Freddie Georges Production Group:

Freddie Georges Production Group (FG/PG) is a special event and trade show design and management company. Founded in 2001, FG/PG is a certified woman-owned business by the Women's Business Enterprise National Council (WBENC), an active member of the National Association of Woman Business Owners (NAWBO) and Exhibit Designers and Producers Association (EDPA). FG/PG also owns FormDecor, a leading supplier of modern furniture rental in the trade show, special event, meeting and set design industries and The Shop@Show Ready, a direct-to-the-trade custom exhibit production facility. More information on FG/PG and their services can be found on the company's web site: www.freddiegeorges.com.

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