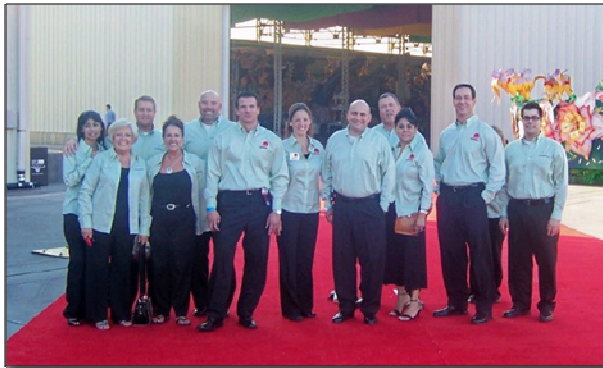


National Apartment Association Educational Conference and Expo Huge Success

Coinmach and Appliance Warehouse Team Up to Reach More Than 1,000 Booth Visitors

Last week 23 members of the CSC Family (Coinmach route and Appliance Warehouse) made their way to New Orleans for the annual National Apartment Association Educational Conference and Expo. This year offered a new format limiting the exhibition to only two days instead of the three days in the past, as well as a diverse line-up of speakers including President George W. Bush and actor/comedian Kevin Nealon. The change proved fruitful as it was one of the best attended shows, bringing in close to 5,000 attendees, almost breaking previous NAA records.

As dual platinum sponsors for the show, CSC reaped tremendous benefits. Well placed signage, water stations with logoed cups throughout the conference center, introductions before the general session and a slideshow of AW team members and clients on a 16x20 interactive video wall all helped to generate greater exposure of the companies during the show. The increased visibility improved booth traffic where guests were treated to a photo booth session commemorating their time in New Orleans. The great traffic also allowed the sales team time with potential customers and face-to-face time with existing customers to build stronger relationships.



Coinmach and AW teams attend NSC-Sponsored Opening Party at Mardi Gras World.

Before all the action on the show floor, the Coinmach and AW teams came together for a CSC family dinner at Galatoire's. Here the sales team and company leadership feasted on true New Orleans fare from seafood gumbo to banana bread pudding. More importantly, this was a fun time for members of both sales teams to interact, learn more about each other and strategize about ways to better promote the CSC family's great line up of products and services.

CSC ended the two-day conference with a bang – at the Coinmach Customer Appreciation Party, Friday night at the fabulous New Orleans House of Blues. The event was one of the biggest of the night with more than 1,500 guests taking part in the live music, dancing, food, and fun.

To say this year's NAA event was one of the most successful would be an understatement. With months of team planning, the Coinmach and AW teams worked together, helping to further strengthen the existing bond between the two companies. Together at the show, CSC showed potential and current customers a holistic approach to apartment laundry solutions.



Coinmach and AW feast at Galatoire's.