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**Contact: Laura O'Donnell  
973-252-4110**

**Loran Associates and Design Continuum Inc. Win Special Merit Award**

**Randolph, New Jersey** – *EXHIBITOR Magazine* has announced Loran Associates and Design Continuum Inc. “Special Merit Award” winners as part of its “21<sup>st</sup> Annual Exhibit Design Awards”. This special merit award is granted for exhibits whose clients have never exhibited in a trade show. The companies are honored for their design and fabrication of the Cervelo Cycles exhibit.

The Exhibit Design Awards were established by *EXHIBITOR Magazine* in 1986 as a way to honor the best in the world of trade show exhibit design. Award winners will be honored at Gravity Free, *EXHIBITOR Magazine's* Annual Conference for Exhibit and Multidisciplinary Designers.

The 20' x 30' exhibit, designed by Design Continuum and fabricated by Loran Associates, was first featured at the 2006 Interbike Show in Las Vegas, NV. The exhibit features a 20' x 6'6" tubular fabric client logo, four conference rooms, two free-standing bike displays and four 42" plasma screens.

Gary Fredriksen, Senior Account Manager for Loran Associates, attributes the win to Continuum's innovative design elements, “Loran was given an opportunity to build this great design using innovative techniques including hand painted graphics on recycled flooring, retail style fixtures, a series of small but functional meeting rooms, and a recessed illuminated product niche, all in a very tight time frame. The result was an awesome exhibit that helped position Cervelo as the leader of the pack in design, innovation and style.”

Fredriksen will be on hand at the Gravity Free Awards in Chicago May 16<sup>th</sup> to accept the award on Loran's behalf.

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Loran Associates provides full-service exhibit solutions to clients worldwide. Since its inception, Loran has been paving the way towards creating a worry-free trade show experience by providing clients with the tools they need to exhibit effectively and stress-free.

Continuum is a design and innovation consultancy. They work with business leaders to recognize opportunities, identify breakthrough ideas and make those ideals real. Continuum has locations in Boston, MA; Milan, Italy and Seoul, Korea.