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FOR IMMEDIATE RELEASE

Access TCA Brings More Thinking, More Products and Better Client Outcomes to HCEA 2010

Whitinsville, MASS., July 13, 2010 – Access TCA's showing at the 2010 Healthcare Convention & Exhibitors Association (HCEA) Annual Meeting was a winning example of a company that clearly stood out in a sea of competitive sameness. By demonstrating an extended product suite, the new, light-weight Access Exhibit System™ and its prowess in traffic building, Access claimed its territory as the creative, strategic and versatile outcome communications company.

Earlier this year, Access acquired M²Creative, a boutique communications powerhouse, specializing in meetings and events, media and content development. The move brought events and exhibit production, creative and media products, support services and overall communications planning neatly under one roof.

Access also adopted the tagline and process, Outcome Communications™, which, like Access' 25-year philosophy, insists that the client be the epicenter of any project.

"This process is extraordinarily successful," said Mike Yag, Access' founder and CEO. "It begins with the type of high-level thinking that helps define success up front, then drives every decision we make to achieve that clearly articulated outcome."

HCEA was the first public appearance of Access' new brand and full product suite.

"We were excited to showcase our extended product offering and new exhibit system to HCEA attendees," said Jon Ellms, Access principal and healthcare practice director. "This audience has long been the catalyst that ultimately pushes our creative and fabrication teams toward new levels of innovation."

The Access Exhibit System was invented by a group of Access veterans with backgrounds in engineering, fabrication, model-making and relentless tinkering. The new system is the company's latest answer to client desire for cost savings, durability and the opportunity to customize exhibits through the use of interchangeable parts and nimble manufacturing.

“Access has never been satisfied to answer a client need in an ordinary way,” said Yag. “Our talented engineers and craftsmen allow us to consistently breed the type of innovation that helps our clients market better and sell more.”

Access also generated a huge crowd with its traffic-building strategy – create an artist loft environment and hire Louisiana artist Jim Tweedy to paint within the exhibit. Tweedy, who specializes in personifying animals, created a painting of dogs and cats performing every type of marketing communication from media development to exhibiting to event management, representing Access’ broad product portfolio.

About Access TCA, Inc.

Access TCA is an Outcome Communications™ company that creates value for our clients by delivering to their desired business outcomes in everything we do.

We deliver with a comprehensive product offering that includes communications planning, event and exhibit production, creative and media products and support services.

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Access TCA Ranks 47th in Top Growth New England Privately Held Companies for 2010

Whitinsville, MASS., April 15, 2010 – Access TCA was honored as the 47th top growth company in New England by the *Boston Business Journal*.

The prestigious annual award is given to revenue generators in several business categories. It considers revenue from three years back. The Boston Business Journal analyzes revenue data, along with other criteria, and chooses the winners from hundreds of entries in each category.

Access and the other 2010 winners enjoy an even sweeter prize due to the recession's impact on success. "Significant growth in this business environment is remarkable," said George Donnelly, editor of the Boston Business Journal.

"We're thrilled to be among the fifty privately held companies to have been honored this year," said Mike Yag, Access owner and CEO. "It is another point of validation for us. It is proof that a commitment to client outcomes has and will continue to help them, and us grow and succeed year over year."

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Access TCA Brings Home MOD Design Award For Innovative Solution That Combines Beauty With Versatility

Whitinsville, MASS., March 30, 2010 – Access TCA received a 2010 MOD design award in the “Best Custom Modular” category. The MOD Awards celebrate best-in-class modular exhibit design from around the world. This year’s awards were determined by attendees at the award ceremony. More than 200 entries were submitted in nine categories.

Access designed, engineered and fabricated the winning entry using its full spectrum of in-house resources: creative design, media, engineering, and wood and metal production.

At the core of the winning entry was a brand-new system invented by Access’ innovation team, a group of industry veterans with backgrounds in engineering, fabrication, model-making and relentless tinkering. The Access Exhibit System™ is Access’ latest answer to the industry’s desire for cost-savings, durability, and the opportunity to customize exhibits through the use of interchangeable parts and nimble manufacturing.

These parts supported a slew of messaging vehicles, from lightweight boxes and walls to LED screens. Multi-configurable components allowed for several options, from the awesome 50’-x-140’ footprint of the winning entry down to a modest 10’-x-10’ space.

The exhibit’s versatility and function were enhanced by Access’ creative team, which added media solutions and a design flair that matched its client’s clean, bright brand.

“This product resulted from Access’ commitment to forward-thinking options that help our clients market better and sell more,” said Mike Yag, Access founder and CEO. “To win a MOD award in this category is truly gratifying.”

Access has provided the system to several clients that want to own or rent a custom system property.

For more information on Access TCA’s winning entry, visit <http://www.modawards.com/MOD10Program.pdf>

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Access TCA Chief Creative Officer Bruce Morrow to Speak at Event Solutions Conference in Las Vegas

Whitinsville, MASS., March 4, 2010 – Bruce Morrow, Access TCA's new chief creative officer, will speak at the Event Solutions Conference in Las Vegas on March 9 at 7:30 a.m. He will show event planners how, in the face of today's unprecedented market conditions, they can become heroes in their organizations.

"When things are uncertain, we have an opportunity to make a positive impact and elevate our position within our company," said Morrow, a 30-year veteran as a creative executive in the events and digital media industries. "We can do so by being very precise about how we approach everything we do, and by doing only those things that deliver to our company's desired outcome."

Mr. Morrow is the author of *The Outcome Model*, a funny, poignant book that details his remarkably effective method for defining and reaching goals through creative communication.

As companies compete for market share, event planners are competing for marketing dollars within their own organizations as never before. Company leaders sometimes fail to view their events as an integral component of their business investment strategy. It becomes critical for event professionals to show how such programs provide a measurable return.

Morrow's presentation, "Maximizing Event Outcome in Times of Change," will give participants the tools to produce events that do more than simply entertain employees and clients. Planners will learn to:

- use measurement to demonstrate how their work achieves company objectives.
- "manage up": hold upper management accountable for providing the information that planners need to design events that drive to business success.
- compete for a larger piece of their organizations' marketing budgets.
- position themselves as marketing strategists rather than mere "order takers."

Morrow joined Access TCA, a market leader in exhibit design and related services, earlier this year. Access simultaneously acquired the company Morrow co-founded, M²Creative, a boutique communications powerhouse based in Atlanta. M²Creative brings with it a long list of services –

including content development, marketing consulting, meetings and conferences, multimedia, and print and digital communications – that fit neatly into the Access fold.

Outcome Communications™, Access' direction and new tagline expands on a philosophy that places client satisfaction first, whatever it takes.

"You have to care more about the client's success than anything else you're doing," said Mike Yag, Access founder and CEO. "We at Access conduct ourselves with this philosophy. It applies to everything we do, and it can be adopted for any marketing discipline, especially those, like events, that are perceived to be difficult to measure."

Morrow's book, *The Outcome Model*, will be available for purchase at the session.

About the Event Solutions Conference

The Event Solutions Conference and Trade Show is March 8 – 10, 2010, at the Paris Hotel Las Vegas and Las Vegas Conference Center. It features education sessions, interactive activities and networking events in addition to vendor exhibits.

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Access TCA Names Four New VPs, Positioning Itself for Long-Term Growth

Whitinsville, MASS., February 25, 2010 – Access TCA has expanded its executive suite, promoting four long-time industry leaders in administration, sales and marketing, design and communication. Pamela Laferriere, vice president of finance and administration; Tucker Ramsey, vice president of client services; Mich Gunderman, vice president of creative services; and Barbara Mock, vice president of communication services, boast a combined 63 years of industry experience, including 34 years in various capacities at Access.

Access' founder and CEO, Mike Yag, an entrepreneur and marketing visionary, has a history of seamlessly combining growth strategies and service categories. On the heels of acquiring M²Creative, the boutique outcome communications agency—and bringing its co-founder, Bruce Morrow, and his successful Outcome Model™ on board—Yag appointed the new vice presidents as part of Access' diversification and long-term growth strategy.

“Making operational changes is a natural counterpart to adding to a company's service offering,” Yag said. “The simpler we make the organizational structure, the more success we realize. Simplicity translates to better, faster internal communication. That gives us all more time to focus on servicing our clients.”

Ms. Laferriere has worked in finance and administration for more than 20 years. She has held roles of increasing responsibility at Access since 1995. As VP of finance and administration, Laferriere will oversee the finance and accounting, human resources, and IT departments. She holds a bachelor's degree in accounting from Nichols College, and an MBA from Babson College.

Mr. Ramsey has held senior management roles in business development and marketing in the exhibit industry for the past 13 years. Until his promotion, this 24-year industry veteran spent three years as Access Atlanta's director of client services. As VP of client services, Ramsey will lead the sales, marketing and client management departments. He holds a bachelor's degree in industrial design from Auburn University and an MBA from the University of Georgia.

Ms. Gunderman is an 18-year veteran of creative process and design. Since 2005, she has served as Access' creative director and account supervisor for some of Access' brand-name healthcare clients. As VP of creative services, Gunderman will oversee the three-dimensional and graphic design departments. She will also continue to supervise the accounts of select clients. Gunderman earned a bachelor's degree in graphic design from the University of Cincinnati's School of Design, Architecture, Art, and Planning.

Ms. Mock has spent her 24-year career as both client and supplier in roles spanning meeting and event management, sales, operations and marketing communication. Since 2001, she has held the positions of director and vice president of operations for M²Creative. As VP of communications services, Mock will oversee the operations of Access' communications services category, including meetings, events, housing and registration, and related creative and technical services. She holds a bachelor's degree in education from West Chester University.

"Pam, Tucker, Mich and Barb have been exceptional leaders in their disciplines for a long time," Yag said. "I am delighted to be putting the reigns of responsibility for Access' day-to-day operations into their very experienced, very capable hands."

The four new VPs top off the executive team, which also includes owners Yag and Jon Ellms, vice president and healthcare practice director; Bruce Morrow, chief creative officer; and Linda Davis, director and corporate treasurer.

Laferriere will be based in Access' Boston office, while Mock will be based in the company's Atlanta office. Ramsey will split his time between those two offices, while Gunderman will split her time between Access' California and Boston offices.

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Access TCA Acquires M²Creative, Adopts Outcome Model™, Names Bruce Morrow Chief Creative Officer

Whitinsville, MASS., February 16, 2010 – Access TCA jump-started 2010 with a very strategic move, acquiring M²Creative, the outcome communications agency. Access also “acquired” M²Creative’s founder and chief creative officer, Bruce Morrow, and his extraordinarily successful Outcome Model.

Mike Yag, Access’ founder and CEO, drove the acquisition earlier this month, after a 15-year partnership with Morrow and M²Creative. With this move, Yag, an entrepreneur with a reputation for embracing innovation, decisively moved Access to the front of the pack.

The acquisition brings M²Creative, a boutique communications powerhouse, and its long list of services—including content development, marketing consulting, meetings and conferences, multimedia, and print and digital communications—neatly into the Access fold.

“The timing was right for Access to take a series of steps that will help redefine the industry,” Yag said. “Bruce and I have been working closely for years. It made sense to bring our resources and services together, along with the Outcome Model, to give our clients even more of what they ask for.”

Access, known for its trustworthiness and its loyal client base, attributes its 25-year success to a philosophy that places client satisfaction first, whatever it takes.

“Bruce and his team are completely aligned with Access’ level of commitment to clients. This was a natural integration.”

Yag sees the acquisition as a “service enhancer,” not a move away from the company’s brand heritage in exhibit design, building and programming.

“Access will continue to design and build exceptional exhibits,” Yag said. “Our suite of services and expertise in trade show development and programming will remain a cornerstone service. We’re simply adopting a very specific, very successful approach to the way we do things. At the same time, we’re reaping the benefits of a great communications company, its consultative services, and Bruce’s creative genius. This was an easy decision for me.”

As chief creative officer, Morrow will be responsible for setting Access’ creative vision, overseeing client-facing teams, and delivering consultative services to clients.

After coining the Outcome Model and applying the process with remarkable success for the past several years, Morrow, entrepreneur and long-time industry professional, recently authored the poignant book of the same name. Throughout *The Outcome Model*, Morrow entertains us into understanding two very important things. First, creativity is a combination of memory connection, discipline, courage and conviction. Moreover, he stresses that any variety of content which begins and ends with an obsession over client outcomes will always be successful.

“To use the Outcome Model is to challenge everything we think we know about marketing status quo: our approach, what we offer, even how we deliver it,” Morrow said. “In fact, it’s not about us at all. The Outcome Model forces us to reverse our thinking from focusing on our success to having an obsession with our clients’ goals. Mike and Access have been approaching clients in a similar way for 25 years. I am delighted to be joining forces with Mike to help lead this change.”

Morrow will divide his time between Access’ Boston and Atlanta offices. His book, *The Outcome Model*, will be available for purchase later this month.

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