



PRESS RELEASE

For Immediate Release

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NADI Show Becomes Retail Design Collective *2009 Event Set for December 9-11*

Hollywood, Fla. (February 17, 2009)— In 2009, The NADI Show takes on a new name - Retail Design Collective - reflecting its unique showroom format and exclusive collection of the world's top visual and design resources.

Retail Design Collective, scheduled for December 9-11, 2009, sets a unique stage for retailers, visual merchandisers and designers to see and share new, innovative ideas. The annual showroom event celebrates design excellence and offers multiple opportunities for learning and inspiration.

"The NADI Show has quickly established itself as a one-of-a-kind event, where retailers find inspiration and quality presentations at the world's best design showrooms," according to Retail Design Collective Chairman Sal Lenzo of Lifestyle. "The new name and logo give a much clearer representation of what the show has become."

The showroom format has been well received by retailers: "There's nothing like schlepping in the rain around New York, only to arrive at a beautifully designed, pristine showroom," said Christine Belich, Vice President Visual Merchandising for Sony. "In the showrooms, we're greeted by old and new friends who share in the excitement of discovering innovative finds to make our heads come up with new ideas."

Once again this year, show headquarters will be at FIT (Fashion Institute of Technology), providing retailers with a place to gather and network, as well as to attend daily conference sessions.

Other events during Retail Design Collective will include the PAVE Gala, a fund-raiser benefiting retail design students, scheduled for December 9. The bus tour of holiday displays will be expanded this year based on a strong reception in 2008.

Media partners for the 2009 Retail Design Collective include *VMSD* magazine and *DDI* magazine.

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About NADI

NADI, based in Hollywood, Fla., is the visual merchandising division of the Association for Retail Environments (A.R.E.). Members include manufacturers and suppliers involved in the visual merchandising industry. More information about NADI is available by calling 954-893-7300 or visiting www.nadi-global.com.