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FOR IMMEDIATE RELEASE

Charleston, SC – August 12, 2008 – Production Design Associates (PDA) answers the call for green event production and will launch an exciting new division called PDA Green Light.

PDA Green Light provides affordable event production while delivering eco-friendly practices for the benefit of the community and the overall environment. Green Light will utilize production equipment and transportation that reduces the overall carbon footprint of typical lighting and A/V services thereby reducing waste through various recycling and reusing methods. With the accessibility of LED lighting, battery and other alternative power sources and bio-diesel fueled transportation, PDA can now service clients while practicing eco-friendly procedures.

The PDA Green Light initiative will be led by Dave Brisacher, an accomplished production professional and Full Sail graduate with 8 years of industry experience. His credits include productions for The Weather Channel, Governor Mark Sanford, Senator Fritz Hollings, Mayor Joe Riley, Interscope Records, The Wailers, The Pointer Sisters and many corporate events and weddings. "Green Light combines two of my passions – event production and the environment. And considering the current state of the economy, we are happy to be able to provide an affordable option to our clients with lower budgets. It's a win-win situation," said Brisacher.

This new division of PDA will epitomize the advent of eco-friendly technology as a forward thinking enterprise to the PDA family of companies. Since its inception PDA has pushed the boundaries of design and ingenuity for staged events. Over the past 17 years of business they have seen consistent growth translating into Presidential shows and nationally televised CNN Presidential Debates; five of these in fact. PDA has conducted high-level, complex productions across the country, but has not lost sight of the need to service the local market.

"I believe that PDA's success has been a result of the commitment to investing in new technology and responding to client needs. PDA Green Light is a great example of both of these strengths at work, and now we can see a greater environmental benefit, too," said Jeff Nickles, PDA President.

About PDA

PDA is a leader in providing lighting, sound, video, staging, sets, trained technicians and anything else that a client may need for an event or installation. Founded in 1991, locally owned and operated, PDA has an impressive list of clientele including – The White House (with over 75 shows throughout the country), The G8 Summit, CNN, BMW, Vought/Global Aeronautica, Spoleto Festival USA, Senators Hillary Clinton and John McCain, the Ravenel Bridge Gala, Embassy Suites Hotels, LPGA, and many more. Visit www.pdastage.com for more information.

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If you'd like more information about this, or to schedule an interview with Nicole Garrigan, please call 843/554-3466 or email Nicole at nicole@pdastage.com.