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A SUPER SWEET PDA PRODUCTION WILL AIR ON MTV THIS SPRING

Charleston, SC --February 2, 2008 --Completely unordinary and nontraditional, this coming-of-age party had all the makings of those high-drama, theatrical roller coaster rides you see on *My Super Sweet 16*. The all-out, carnival-themed production at the Francis Marion Hotel included New York-based alternative rock band and national recording artists Cobra Starship, the world-traveling, visually avant-garde performance experience known as Acroback and a brilliantly-designed lighting and sound experience from PDA.

"I knew this event would be a great fit for PDA. The client wanted an over-the-top production, with high-quality production values. We did just that," said PDA Project Manager Todd St. Onge. "They had heard of my design style, which is a little outside the box, and were willing to let the creative ideas flourish into a great show."

A well-orchestrated event requires deliberate organization. "We started planning this event eight months out, which gave us ample time to work out all the details," said St. Onge.

Event Producer/Coordinator, Laura Kate Harlos had an insider's view, "There were many players involved, from various entertainers, décor & equipment vendors, production companies, etc., so communication and detailed organization was key. Without the creativity and professionalism of PDA, the party would not have been such a great success."

"Acroback was thrilled at the initial meetings to have PDA as a creative partner who both shared our ideas and could execute with ease," added Jonathan Nosan, Acroback's founder and a contortionist, aerialist and acrobat. "A key feature of our firm is performance customization to each client's event by taking the client vision and expanding it exponentially....from kabuki curtains to uplighting tent dresses to rigging aerialists, our company collaborations put this Sweet 16 high in the ranks of MTV's best."

The party is slated to air on MTV in April. Check listings on MTV for dates and times.

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.