



**FOR IMMEDIATE RELEASE**

PRESS CONTACT: Jeannine Schechter  
[jeannine@freshpr.net](mailto:jeannine@freshpr.net)  
(310) 857-6994

#### CLIENT DEMAND FOR LAPROPOINT'S EXPERTISE DRIVES GROWTH

#### *Company Expands Design Department Seven-Fold to Meet Customers' Need for Its Early Involvement in High-Profile, High Stakes Projects*

**(Sun Valley, Calif.)** February 26, 2008 – LA ProPoint, a leader in the design, engineering, fabrication, and installation of stage and show systems, has expanded its design department dramatically in the past year to keep pace with increased customer demand for its services.

LA ProPoint's technical manager, Brad Powers, has overseen the growth of the design department from one to seven employees in the past 12 months as LA ProPoint has increasingly been tapped for advice on the front end of complex design-build projects.

"Harvey Sweet, the design team and I have been called in early on several museum and theme park projects to identify and then solve technical problems during the design process," said Mark Riddlesperger, founder and president of LA ProPoint. "Our planning and troubleshooting expertise is being sought both by designers and by owners, which speaks to the extent that word of LA ProPoint's abilities has permeated the industry."

Many A-list companies have recognized the value of LA ProPoint's early contributions and called upon the company for expert advice. Recently, LA ProPoint consulted on rigging and special effects projects for Universal Studios

and Walt Disney Studios. For avant-garde architecture firm 3-Form, the company provided specialty design service for custom façade fabrication. And for billboard giant Van Wagner Outdoor, LA ProPoint continues to perform early design and engineering tasks for its advertising properties.

“What is especially gratifying is that by being called in early by our clients we are being given the opportunity to operate more as collaborators in the creative design process,” added Riddlesperger. “This level of partnership is proving to be mutually beneficial. We’re enjoying our deeper sense of engagement in our commissions, and the end result is enhanced by our early involvement.”

LA ProPoint’s role is starting earlier in the process, but it certainly doesn’t end there. A full-service company, LA ProPoint provides clients with shop drawings, fabrication of these elements in its shop, and installation on site.

#### **ABOUT LA PROPOINT**

Since 2002, LA ProPoint has been a leading provider of design, engineering, fabrication and installation of stage and show systems for all aspects of the entertainment industry, from concert halls and theme parks to outdoor amphitheatres and movie sets. Strategically headquartered in Southern California in the city of Sun Valley, the company has a huge reach. Its highly skilled, experienced technicians, fabricators and craftspeople regularly take on far-flung projects from the Hollywood Bowl and the Walt Disney Concert Hall in Los Angeles to the San Francisco Conservatory of Music and Brooke Army Medical Center in Texas. For more information about LA ProPoint and its many projects, visit [www.lapropoint.com](http://www.lapropoint.com).

# # #