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**LA PROPOINT'S LATEST STRATEGIC HIRES ADD BANDWIDTH  
TO ALREADY SKILLED TEAM**

*Newest Employees Bring Additional Expertise in Project Management and Design to Highly Sought-After Behind-the-Scenes Entertainment Company*

**(Sun Valley, Calif.)** November 6, 2007 – LA ProPoint, a leader in the design, engineering, fabrication, and installation of stage and show systems, is pleased to announce that it has made three key new hires to complement its accomplished team of highly skilled project managers, fabricators, riggers and technicians.

The leadership of LAProPoint, which has grown steadily since it was founded by Mark Riddlesperger in 2002 and often hires additional staff as needed on a project basis, recently made the decision to strategically grow the full-time employee ranks to accommodate increased demand for its services in Southern California and beyond the region.

Two hires, those of Susan Pucelli and Robert Fisher, will enhance the company's ability to supervise existing projects, accept new opportunities, and expand the company's breadth of commissions. The third hire, of designer Theresa Shook, will grow LA ProPoint's ability to transform clients' concepts from ideas to workable blueprints.

Susan Pucelli takes on the role of senior project manager of LA ProPoint with specific supervisory responsibility for the company's newly established structural steel fabrication division as well as larger scale entertainment projects. A mechanical engineer by training, Pucelli has more than 10 years of project management and project engineering experience. Since 1994, she has fulfilled roles of increasing responsibility for Atlantic Richfield Company's LA refinery, Universal Studios, Scenario Design, and MICE Creative. Among her career accomplishments, she served as project engineer for several attractions, live shows and restaurants at Universal Studios Japan and successfully completed the

design and engineering of a massive, 70-foot sculpture, installed on time and on budget, in Seoul, Korea.

Robert Fisher will serve as a project manager with responsibility for estimating, sales and, to complement Susan Pucelli's role, overseeing work on structural steel commissions. A highly trained welder working in the entertainment trades since 1990, Fisher is a veteran of Lexington Scenery and Global Entertainment who counts the 2000 Winter Olympics, the MTV Movie Awards, the BET Music Awards, and many Disney and Universal Studios projects among his career highlights.

"We tapped Susan Pucelli for her extensive experience on large scale projects and her proven track record. She excels at working with multi-discipline project teams of engineers, artists, designers and fabricators," explained Jim Hartman, vice president of LA ProPoint. "And Robert Fisher has a strong history of steel fabrication and behind-the-scenes management that make high-profile projects possible."

A set designer for the theatre, television and theme parks since 1994, Theresa Shook is LA ProPoint's newest designer. Her varied background includes completing the final drawings for the Finding Nemo attraction at Disneyland the Tower of Terror attraction at Disney's California Adventure. In her new role, Shook will be one of the first people to tackle the projects that Pucelli and Fisher will manage from start to finish as well as some of LA ProPoint's Theme Park work.

"Launching a new division and accepting additional work require having the right people in place from the beginning," explained Mark Riddlesperger, president of LA ProPoint. "Together, Susan Pucelli, Robert Fisher, and Theresa Shook add more than three decades of experience to our team. We look forward to the expertise they will bring to bear on future projects, such as the new teen center in Indio and a project at Camp Pendleton."

#### **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).

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