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LA PROPOINT COLLABORATES WITH CALIFORNIA ARTIST RICARDO MENDOZA ON NEW SEILY RODRIGUEZ PARK ON LEXINGTON AVENUE IN HOLLYWOOD

Company Tapped to Transform Artist's Vision Into Reality

(Sun Valley, Calif.) January 17, 2008 – LA ProPoint, a leader in the design, engineering, fabrication, and installation of stage and show systems, is pleased to announce that it has been commissioned to participate in the development of a new Hollywood city park.

Located at 5701-5711 Lexington Avenue in Hollywood, California, the new Seily Rodriguez Park is named for a young girl who lost her life in a nearby auto accident. The project is the result of the combined efforts of the Los Angeles City Department of Parks and Recreation, the Los Angeles City Bureau of Engineers and the Community Redevelopment Agency of Los Angeles (CRALA).

The CRALA, which is providing funding for the art elements and associated installation fees for the new 15,000 square-foot park, commissioned California artist Ricardo Mendoza to incorporate art elements into the park's design, and contracted with LA ProPoint to bring the artist's renderings to life. Mendoza's diverse work is highlighted by public art commissions consisting primarily of murals and design-build projects and can be appreciated in numerous communities including Silver Lake, Echo Park and Long Beach.

Mendoza designed murals with upper panel extensions intended for future installation upon 250 ft of the North and East walls of the park's boundaries, and

also designed a steel entry gate that incorporates organic forms including the shape of a tree and a sphere that suspends a chime at its center. Eight ornamental yet structural spirals intermittently span the park's 100-foot front fence and serve as gate posts.

"The LA ProPoint team is proud to be involved in bringing the ideas for Seily Rodriguez Park to fruition for the benefit of the neighborhood of Hollywood," said Mark Riddlesperger, founder and president of LA ProPoint. "Our role was to fabricate and install the fanciful, nature-inspired fence sculptures imagined by Ricardo Mendoza."

"The skilled craftspeople at LA ProPoint have played major roles in projects at L.A. landmarks including the Hollywood Bowl and the Walt Disney Concert Hall," said artist Ricardo Mendoza. "It has been a pleasure experiencing the LA ProPoint team's professionalism and thorough attention to detail in realizing my design. They have successfully managed a challenging installation with smart composure."

In addition to original art, Seily Rodriguez Park boasts a dual basketball/volleyball court, picnic tables, benches, game tables, and play equipment that meets Americans with Disabilities Act accessibility requirements.

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.

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