



Los Angeles Convention Center

FOR IMMEDIATE RELEASE
February 21, 2009

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**THOUSANDS ATTEND EXCEPTIONAL EVENT WEEKEND AT THE
LOS ANGELES CONVENTION CENTER**

Eight stellar events draw record numbers to the Los Angeles Convention Center

February 21, 2009 (LOS ANGELES, CA) – Today marked a new era in the Convention industry. Residents and visitors to the great City of Los Angeles eagerly made their way to the Los Angeles Convention Center for a day filled with exciting events and exhibits. LACC worked beyond the call of duty as close to 30,000 people entered to attend the Spa Resort Expo, the 33rd Annual Home Remodeling and Decorating Show, Soccer Nation Expo, Functional Movement Screens Workshop, Frontier Training, Forever Living Products North American Rally, Primerica La Marque Hierarchy Gala, and the Success Masters Breakthrough meeting.

Attendees at the Spa Resort Expo entered the serene setting of West Hall A and enjoyed facials, relaxing massages, beauty makeovers, purchased healthcare merchandise, viewed some of the most popular spa resorts that California has to offer, and learned more about starting careers in the health and beauty industry. While Spa Resort Expo attendees de-stressed, next door, Primerica hosted a private gala for 3,500 guests in West Hall B. Forever Living Products International hosted a North American Rally for 2,000 consultants in Concourse Hall. Frontier Training, Success Masters, and Functional Movement Screens Workshop hosted attendees throughout other Halls and meeting rooms of LACC.

Across the street in South Hall, attendees flocked to the Soccer Nation Expo and 33rd Annual Home Remodeling and Decorating Show. Thousands journeyed to Kentia Hall to view new and exciting ways to decorate their homes. Exhibitors showcased breathtaking wood panels, built-in outdoor bbqs, Jacuzzis, life-size outdoor chess pieces, and rooms to accommodate pets. During the Expo, show dogs modeled fashionable spring wear on a miniature runway. Paul Mitchell, CEO & Founder of Paul Mitchell Hair Care, advertised his line of pet care products and held a live broadcast before the fashion show. While parents perused add-ons and marble patios, their children ventured upstairs to the Soccer Nation Expo, held in South Hall H & J. Children, coaches, scouts, and parents walked through the halls that were filled with clothing, soccer gear, and five indoor soccer fields. Soccer teams from nearby schools and leagues of all ages competed on all five courts until the championship, which was held on the main court, in the middle of the Hall. Renowned soccer star Abby Wambach stopped by the Expo to encourage the young athletes and sign autographs. Amongst some of the most entertaining exhibits was the talented dog that played a game with players while they awaited their upcoming match. In breakout sessions held upstairs, coaches listened to new approaches and shared experiences that helped them communicate with their players to other coaches.

“Attendance during this past weekend was great! We are committed to providing World-Class service to everyone who enters our doors, and are proud that we were once again honored with the opportunity to provide great service to these wonderful events and to their respective patrons,” said Pouria Abbassi, P.E., Los Angeles Convention Center General Manager & CEO.

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About the Los Angeles Convention Center (LACC)

The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2.5 million annual visitors and is renowned internationally as a prime site for conventions, trade shows and exhibitions. With its towering emerald architectural design, the LACC is a well recognized Los Angeles landmark. An integral economic component to the Southern California area, total sales from client secondary spending tops \$1.1 billion annually, generating and sustaining over 12,000 local jobs. LACC is a model environmental-friendly facility. Its solar panels are capable of meeting the electricity needs of an estimated 100 homes, and its recycling, energy efficiency, and water conservation programs help to conserve the environment. LACC is enrolled in the Los Angeles Department of Water and Power's (LADWP) Green Power Program (environmentally-friendly renewable energy resources such as hydroelectric, geothermal, solar, biomass, and wind energy) at a level of 30% of the facilities consumption. The Los Angeles Convention Center is registered with the United States Green Building Council (USGBC) as a member of the Los Angeles and National Chapter and holds the prestigious USGBC LEED certification for existing buildings. LACC is also a proud recipient of prestigious environmental and industry awards including several Planner's Choice Awards presented by Meeting News magazine, multiple Prime Site Awards from the Facilities and Destinations magazine, recognition for model emergency care programs, and was invited to partner with the Environmental Protection Agency's National earth conscious WasteWise Program. For more information about the Los Angeles Convention Center, please call (213) 741-1151, ext. 5319 or visit www.lacclink.com.

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