



**For Immediate Release**

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**Imagecraft Exhibits Taps Tom Blair As First CEO**  
***Fortune 500 Executive Readies Company for Rapid Growth***

AUSTIN—Imagecraft Exhibits, a custom designer and full-service program manager of trade show exhibits, marketing centers and custom environments, has named Fortune 500 executive Tom Blair as its first CEO. Founder Mike Davis will continue in his role as President.

"When bringing on a business partner and CEO, I have learned from experience just how critical it is to find someone with the skills your company needs and a leader that will fit well within your culture," said Davis. "Tom epitomizes our culture of creativity, quality and service in addition to bringing the executive and business development expertise to lead Imagecraft Exhibits toward achieving our growth goals."

Blair most recently was the owner of D Brands, LLC, an area development company for two franchise operations: Tin Star and Sport Clips. He spent much of his career with KFC as National Vice President of Operations where he successfully led a \$700 million business unit including 650 restaurants and 13,000 employees.

Prior to KFC, Blair was Vice President of Distribution Services at PepsiCo Food Systems, a division of PepsiCo, Inc., where his organization increased services from 200 restaurants to 2,500 during his tenure.

Blair, a graduate of The University of Texas at Austin, began his career in the Austin and Houston offices of Arthur Andersen & Co.

"I am excited to join the Imagecraft Exhibits family," said Blair. "Mike has built a strong organization with outstanding people focused on quality and service. We are looking forward to building from this foundation and growing the company significantly."

**About Imagecraft Exhibits**

Imagecraft Exhibits is a custom designer and full service manager of trade show exhibits, marketing centers and custom environments. With a foundation in art design and craftsmanship, Imagecraft Exhibits works with clients to create unique elements that bring a company's brand and products to life. Imagecraft Exhibits provides award-winning solutions for Fortune 500 companies, builders, developers, municipalities and landmarks.

Founded in 1971, Imagecraft Exhibits maintains its headquarters in Austin, Texas with an office and warehouse facility in Dallas.

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