

Freeman Expands Roles of Two Top Executives

Additional Responsibilities for Albert Chew and Ken Sanders Position Freeman to Strengthen Brand Experience Services

Dallas ? August 1, 2016 – [Freeman](#), the leading global provider of brand experiences, announced expanded roles for Albert Chew and Ken Sanders, President of Expositions and President of its Audio Visual business. The expansion of these key roles supports Freeman's continued efforts to ensure its growing business remains strong, nimble and efficient as it leads the industry and expands the brand experience category for clients worldwide.

In addition to his role as President of Expositions, Chew will take on the added role of Chief Operating Officer for Freeman. In this capacity, Chew will focus on leading the integration of Freeman-branded operations to present a unified approach to Freeman clients. Chew has long been touted for his ability to understand complex issues and distill them to their essential components. He has been a champion for efforts to transform Freeman and simplify collaboration across the enterprise, and he will continue his focus on improving Freeman's operations as the company continues to expand domestically and globally.

A key player in Freeman's audio visual (AV) acquisitions, Sanders has been tapped to lead merger and acquisition initiatives across all Freeman and the company's Encore business. Sanders' work has helped grow Freeman's AV hotel business on international levels, with expanded and noticeable presence in both Mexico and Puerto Rico. That acquisition propelled Freeman's AV portfolio to nearly \$1 billion in annual revenue with in-house and extended-service hotel properties. Sanders is also credited with the vision to add Staging Connections to Freeman's portfolio last year, which served to establish a firm foothold from which to grow its presence in Asia Pacific. Both Chew and Sanders will continue to report to Freeman President Bob Priest-Heck.

“We are taking essential steps to leverage our business growth and lead real change for our company and the industry. Ken and Albert are exceptional, talented leaders who have already been working and excelling in these roles,” said Priest-Heck. “This is a natural evolution of the work they have already been doing, now formalized. I am so appreciative of their willingness to take on this important work and know that our business is in the capable hands of leaders who understand how to transform Freeman, help us lead our industry and guide our clients and teams into an even brighter future.”

ABOUT FREEMAN

Recognized by *Advertising Age* as one of the world’s largest brand experience companies, Freeman uses the power of integrated digital and live brand experiences to move markets, connect people, support growth and generate revenues for the world’s leading organizations. A design-driven company, Freeman generates insights that define program strategies, target audiences and deliver messages that generate meaningful results. Through its expansive global network of offices, talent and partnerships, Freeman has the reach and access that is unmatched in the industry. A family and employee-owned company, Freeman is known for its 89-year history of stability, strength and customer service achievements. Freeman is a values-driven company with a strong and purpose-built culture that is dedicated to connecting people in meaningful ways. This is accomplished through a process of continuous innovation and improvement. Freeman produces more than 5,000 expositions annually and 12,500 other events worldwide. Freeman has been awarded seven consecutive J.D. Power awards for the excellence of its Customer Call Center. For more information, visit www.freemanco.com.

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