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**FOR IMMEDIATE RELEASE**

## **PSAV<sup>®</sup> IMPROVES ITS CUSTOMER SERVICE ANALYSES WITH MARITZ<sup>®</sup> RESEARCH**

LONG BEACH, Calif. – Presentation Services (PSAV<sup>®</sup>), a division of Audio Visual Services Corporation (AVSC<sup>®</sup>), has selected Maritz<sup>®</sup> Research to manage its customer satisfaction research program. The agreement partners two of the hospitality industry's leading providers – PSAV for audiovisual and technology services, Maritz for customer satisfaction and loyalty research.

According to AVSC Chief Executive Officer Digby Davies, the multi-year agreement with Maritz reinforces PSAV's commitment to delivering unparalleled customer service in the hospitality industry. "The ability to accurately measure customer service levels is essential to growth and profitability," said Davies.

Considered a leading technology provider, Maritz Research's unique strength is its experience with meeting planner guest satisfaction research. It's estimated that Maritz Research generates 60% of all surveys to planners in the United States.

"Maritz was one of the first marketing research companies to dedicate significant resources to serving the needs of the hospitality industry," said Davies. "We're excited about the partnership, and look forward to measuring, and increasing, our customer service levels."

### **About Presentation Services**

A unit of Audiovisual Services Corporation (AVSC<sup>®</sup>), Presentation Services (PSAV<sup>®</sup>) is a leading, in-house provider of audiovisual and event technology services to guests at more than 600 luxury hotels, resorts and conference centers in North America and Europe. With its unique insight of each hotel's operations, Presentation Services combines the latest technology with a full range of event services to enhance meeting and event experiences. Presentation Services honors its commitment to its hotelier partners, many of which are the largest and most-trusted names in hospitality, by continually training team members in sales, service and technology to provide the highest level of service to every client. For more information, visit [www.avservicescorp.com](http://www.avservicescorp.com).

### **About Maritz Research**

As one of the world's largest marketing research firms, Maritz Research, a unit of Maritz Inc., helps many of today's most successful companies improve performance through a deep understanding of their customers, employees and channel partners. Founded in 1973, it offers a range of strategic and tactical solutions concentrating primarily in the automotive, financial services, hospitality, telecommunications and technology industries. The company has achieved ISO 9001 registration, the international symbol of quality. It is a member of CASRO and official sponsor of the American Marketing Association. Based in St. Louis, Maritz Inc. provides market and customer research, communications, learning solutions, incentive initiatives, meetings and event management, rewards and recognition, travel management services, and customer loyalty programs. For more information, visit [Maritz.com](http://Maritz.com).

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