



Diam International Wins an Unprecedented 17 Outstanding Merchandising Awards

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Diam International was honored on March 23 in Las Vegas with 17 of the merchandising industry's most prestigious Outstanding Merchandising Awards for the following displays:

- Gold** - Lancôme Mascara Tower
- Gold** - Matrix Quench Shelf Management System
- Silver** - Lancôme Foundation Tower
- Silver** - Lancôme Juicy Tubes/ Stargloss Promotion
- Silver** - Celine Dion Parfums National Launch Counter Unit
- Silver** - Lumene Endcap
- Silver** - Matrix Floorstand
- Silver** - Champs Sports Sunglass and Watch Case
- Silver** - Staples Software Endcap
- Silver** - Olay Regenerist Freestanding Unit
- Bronze** - X-Box Multi-Player Demo Unit
- Bronze** - Chanel for Men Ready to Wear Stand
- Bronze** - L'Oreal True Match Make-Up
- Bronze** - Camera/Camcorder Bar
- Bronze** - Tom's of Maine Natural Care Center
- Bronze** - Max Factor Scandinavian Loose Cosmetic Gondola
- Bronze** - Dior Prestige Counter Unit

Nearly 700 merchandisers competed in this annual competition for Outstanding Merchandising Awards. Each submitted a lengthy questionnaire, but the key to winning is results. Entrants are asked to disclose specifics on how the merchandiser met its objectives and judges give this response twice the weight of all other questions. As a result, winners of the competition demonstrate that merchandising is just helpful at retail, but drives measurable results.

Bill Ecker, Diam International CEO explains, "These awards are extremely competitive as companies submit their best efforts to an independent group of judges from the industry. Once again, we are proud that Diam International has distinguished itself as the premier retail merchandising organization in the world, by winning a total of 17 awards, more than any other company in the permanent and semi-permanent categories. By doing great merchandising for our clients we give them the opportunity to be more successful at retail, and ultimately, this is the goal for us all. Our fundamental belief is



that we win when our clients win."

Each merchandising unit created impact in the highly competitive retail environment, and most importantly, generated winning results.