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### **John Vander Lecq Re-joins Dietze as National Sales Manager**

CHICAGO (August 9, 2004) — After a brief absence for semi-retirement, John Vander Lecq has re-joined Dietze Enterprises, Inc. (DEI), as its National Sales Manager. DEI is a leader in developing and providing registration and lead retrieval technology applications for the tradeshow and conference industry.

Vander Lecq's sales background and extensive knowledge of the industry makes him ideally suited to spearhead sales for Dietze as it prepares to officially launch RFBADGE™ — the first commercially-available device to adapt Radio Frequency Identification (RFID) technology and its applications specifically for tradeshow managers and exhibitors, virtually revolutionizing the lead retrieval process.

The RFBADGE has been successfully tested in various shows recently, including the RFID World Conference and exhibition in April. Also, the International Association of Exposition Managers will use DEI's RFBADGE stock for RFID registration and lead retrieval at its annual Expo! Expo! tradeshow in December.

"John's input and counsel over the past 15 years has enabled us to recognize and capitalize on emerging trends and develop new ways to meet the changing needs of our customers," said Vaughn Dietze, President and Founder, DEI.

Vander Lecq's primary responsibility will be to oversee the DEI sales staff, but he will also maintain an active role in coordinating show sites where DEI products are being used, and contribute to the marketing and promotional efforts of the company.

Founded in 1989, DEI is a leading provider of registration and exhibitor lead retrieval products and services to the tradeshow and conference industry. DEI was the first lead retrieval company to enter the tradeshow market and remains focused on providing affordable lead collection systems and excelling in customer service and support for the products and services it offers.

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