

For Immediate Release

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Kendal King Group Celebrates New Headquarters

Chinese New Year-themed event will highlight firm's move to Crossroads District and its work in China

KANSAS CITY, Mo. (February 13, 2008) - Kendal King Group is proud to announce that it has moved its corporate offices to 1925 Central in Kansas City, Mo. To celebrate, it will host a special event for clients, vendors and friends from 3-7 p.m. on Feb. 21.

The company, which specializes in retail marketing solutions for premier retailers and top brands, employs more than 25 people in its four offices: Kansas City, Mo., Bentonville, Ark., Charlotte, N.C., and Guangzhou, China. The new corporate headquarters for the 20-year-old company is a part of the Accardo Arts District, a redevelopment project in the heart of the Crossroads.

The theme of the event is the Chinese New Year Lantern Festival, highlighting the company's work in China. The Chinese New Year starts with the New Moon on the first day of the New Year and ends on the full moon 15 days later, the Lantern Festival. Kendal King's event will include: lanterns, Chinese food and a performance by a local group of traditional Chinese dancers.

"Celebrating our new location along with the Chinese New Year just seemed the perfect way to start life in our new home," said Scott King, CEO of Kendal King Group. "It gives us a chance to highlight our display and printing production capabilities in China as well as globally."

"All of our design, and the majority of our production, is done in the U.S. But, as more and more manufacturing is done overseas, particularly in China, retailers are expecting merchandising and point of purchase displays to ship direct to store level with minimal set-up for their employees. With an office and employees from China, we provide the oversight and quality assurance needed to fulfill a unique niche for manufacturers and value-engineer the process to meet retailers' needs."

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King says employees were excited by the move to the Crossroads.

“Moving to the Crossroads District made good sense for our business in a variety of ways. Our business is growing and will continue to expand along with the area. Additionally, the atmosphere of the district is a terrific fit for all of our employees, and particularly our creative team.”

An international firm, Kendal King Group works with some of the world’s premier retailers, such as Wal-Mart, Lowe’s, Sam’s Club, Michael’s and Payless ShoeSource, as well as brands such as Gillette, Dannon, Garmin, Starter (Nike), Black & Decker, Bushnell, GE, AOL, and Clorox. The specialty marketing company designs and produces point-of-purchase displays, packaging, promotional kits, signage, events, exhibits and more.

The company’s new facility occupies nearly 13,000 sq. feet of space and provides offices, meeting rooms and a showroom.

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Offering nearly 20 years of retail marketing experience in strategy, design and execution of marketing programs, Kendal King Group specializes in retail marketing solutions for premier retailers and top brands. Kendal King operates offices in Kansas City, Mo.; Bentonville, Ark.; Charlotte, N.C.; and Guangzhou, China. For more information, please visit www.kendalking.com or call (800) 542-9882.