



Press Release

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FOR IMMEDIATE RELEASE

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SCRS Announces Drawing for Hotel Suite During 2010 SEMA Show

Prosser, Washington, May 24, 2010 — The 2010 SEMA Show continues to experience weekly growth in the Paint, Body and Equipment wing as exhibitors and attendees from the collision repair market register for the event. In addition to the vast array of exhibits, the Society of Collision Repair Specialists (SCRS) is showcasing the collision industry's presence with the REPAIRER DRIVEN EDUCATION (RDE) series, featuring a solid lineup of industry experts, and promising to be the premiere venue for collision repair facilities to find growth opportunities for their business. With both the SEMA Show and RDE already generating strong participation results, SCRS has announced another enticement to register early for the Las Vegas events in November.

Everyone who registers for the RDE series prior to August 31st will be entered into a drawing to win a complimentary hotel suite for the week of the show at the Las Vegas Hilton, SCRS' headquarters hotel. The winner of the lodging giveaway will be contacted in September, and an announcement will be made to the industry.

"This drawing is only one of many reasons to attend this year's show," added SCRS Chairman Barry Dorn. "The excitement stemming from SCRS' involvement at the SEMA Show seems to be compounding, and is reconfirmed by the tremendous amount of positive response we are seeing and hearing from our membership."

Without a doubt, the industry is excited. Even presenters during this year's premiere of RDE have continued to comment on the opportunities that exist for the industry, and their desire and enthusiasm to be involved in this event.

"I'm really excited to be a part of SCRS' RDE at the SEMA Show this year," commented Kristen Felder, instructor of "*Social Networking 101*" and founder of Collision Hub. "The event provides a unique opportunity to interact with repairers, and share helpful information to assist in improving and growing their business. In addition, there will be a wealth of related industries that will allow me to explore and expand my own knowledge base."

John Webb, instructor of "*Why Quirky Customers are Your Most Valuable Resources*" and Senior Vice President of Marketing for CSi Complete agrees. "SEMA is a fantastic, product-driven event. It's great that they are showing both increased interest in the PBE segment because, with that, I believe

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they will get an increased focus on the service side of business, which is increasingly important in tighter economic and competitive environments.”

“Many collision repairers are artisans who come to the SEMA Show for inspiration of ways to offer new products and services to their customers,” added Steve Trapp, co-instructor (with John Sweigart) of “*Getting Ready For the Lean Transition*” and “*Making Lean Work*,” and Collision Services Development Manager for DuPont Performance Coatings. “For our company, we not only offer coating products to help showcase their work, but we see these RDE courses as a way to inspire the businesses we serve to innovate on the approach to the repair and administrative process as well.”

Attending the SEMA Show and the SCRS educational offerings is about so much more than just getting out of your shop for a few days to explore the industry’s offerings in Las Vegas; it is really about survival, and learning to prosper in the marketplace that we face today.

Patrick McGuire Esq., instructor of “*Steering: Legal and Practical Approaches to the Problem*” and General Counsel for Gator Customs, LLC commented, “In these tough economic times, shop owners need to know as much as they can about capturing each job and diversifying their business to create more work.”

To register for the SEMA Show and SCRS’ RDE Series prior to August 31st, 2010 and be entered into the drawing for the hotel suite giveaway, or to get more information about the events, please visit www.semashow.com/scrs or contact SCRS at info@scrs.com.

About SCRS’ RDE Series: REPAIRER DRIVEN EDUCATION (RDE) series will feature over 21 seminar offerings, many of which are uniquely designed and being offered for the first time during its inaugural launch at the 2010 SEMA Show. The series will be offered as a package, and registrants will have the option to attend six seminars which will be delivered between the hours of 8:00 a.m. and 3:00 p.m. on Thursday and Friday of the show. Each of the courses has been individually selected or crafted by SCRS because the content specifically focuses on information that is relevant to collision repair professionals and appeals to the diverse array of marketplace perspectives that exist within the collision repair industry.

About SEMA: SEMA, the Specialty Equipment Market Association founded in 1963, represents the \$31.85 billion specialty automotive industry of 7,144 member-companies. It is the authoritative source for research, data, trends and market growth information for the specialty auto parts industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger and recreational vehicles. For more information, contact SEMA at 1575 S. Valley Vista Dr., Diamond Bar, CA 91765, tel.: 909-396-0289, or visit www.sema.org and www.enjoythedriver.com.

About SCRS: Through its direct members and 39 affiliate associations, SCRS is comprised of 6,000 collision repair businesses and 58,500 specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including other news releases is available at the SCRS Web site: www.scrs.com. You can e-mail SCRS at the following address: info@scrs.com.

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