



## PRESS RELEASE

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### ***WINNER'S CIRCLE, INC. WINS BIG!***

#### ***WCI Takes Home MPI Honor – The Global Paragon Award***

Denver, CO. -- July 25, 2004 -- Winner's Circle, Inc., a member of the PDC family of companies, was a big winner this year at the 2004 Meeting Professionals International World Education Congress. The Global Paragon Award is given to companies that exemplify best practices in meetings with measurable return on investment in alignment with the MPI Strategic Plan. Patrick Boylan accepted the award on behalf of Winner's Circle, Inc., before an opening general session of over 3,000 meetings industry professionals. Judges selected Winner's Circle for the management of the 2003 Central Region Leadership Conference created for DECA, an Association of Marketing Students. Although the award is given for overall event excellence, judges' comments recognized innovative programming, outstanding technical production, and excellent development of the conference theme, "Be!"

Boylan was presented the award by Tom Chevins, Senior Vice President of Sales & Marketing at Omni Hotels, the corporate sponsor of the Global Paragon Awards. Boylan asked Dr. Ed Davis, Executive Director of DECA, Inc., and Jason Benefiel, 2003-04 Central Region DECA Vice President to join him onstage for the award presentation. Boylan explained, "Winner's Circle is the creator, facilitator and manager of world-class meetings...but we couldn't bring these visions to life without great clients like DECA, who trust us with the keys to drive the event."

Meeting Professionals International, a global organization headquartered in Dallas, facilitates the presentation of the Global Paragon Award annually to winners in two categories. Winner's Circle was honored in Category 1 (meetings and events with budgets up to \$1,000 per attendee), while Starbucks Corporation was honored in Category 2 (meetings and events with budgets more than \$1,000 per attendee).

Only 18 organizations have received the award since its inception in 1994. One of the meetings industry's highest honors, meeting planners from around the globe compete for the recognition. An international panel of judges evaluates submissions detailing events held in the preceding calendar year.

***About Winner's Circle, Inc.***

Winner's Circle, Inc., an event management company and a member of the PDC family of companies is located in Norman, Oklahoma. Formed in 1993 for the specific purpose of managing educational events and encouraging meaningful gatherings of young people, Winner's Circle has developed successful strategies for managing all types of events--most commonly conventions and conferences with attendance between 1,000 and 5,000. Leveraging the strength and depth of parent company PDC Productions and sister specialty companies PDC Sound & Light, PDC Decorating, and PDC Audio Visual, Winner's Circle exceeds expectations on and off the stage at every event it manages. For more information, visit [www.wciconferences.org](http://www.wciconferences.org).