



Press release, May 10,2010

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CLASSIC PARTY RENTALS ANNOUNCES THE OPENING OF A NEW SHOWROOM IN TORRANCE SERVING THE SOUTH BAY AREA.

(May 1, 2010, Los Angeles CA.) The nation's leading party and tent rental company, Classic Party Rentals, announced today the opening of a new showroom and warehouse in Torrance that will service the South Bay area of Los Angeles. The 125,000 square foot facility will be open six days a week and also by appointment. Located on the corner of Maple Street and California Street, at 2931 California Street, the new showroom will become the seventh southern California location for Classic Party Rentals who also has showrooms in Culver City, El Segundo, Orange County, Palm Desert, San Diego, and Santa Barbara.

"It would be an understatement to say that we have received a positive response to the news that we are opening a large event rental center in Torrance," said Pedro Mata, CEO of Classic. "Servicing the South Bay, Classic Party Rentals will now be the premier event rental address for clients from Long Beach, San Pedro, the Palos Verdes Peninsula, Torrance and the Beach Cities".

The new location will also serve as a showroom and warehouse for Classic's partners, Chameleon Chair and Designer 8 furniture. "Clients in the South Bay will now have access to one of the most extensive and exclusive tent, party rental, chair and lounge furniture inventories available in the event rental industry," said Jim Sala, Vice President of Classic, who has been an active member of the South Bay business, education and charity community for over thirty years. "In addition to this new showroom and amazing inventory, we are bringing Julie Upp, who has been working out of Classic's El Segundo office, to the new location to work with Classic clients in South Bay. Julie, who was born and raised in the South Bay, will combine her knowledge of the area Bay with her years of event experience to make this a great match for the customer". She can be reached at 310-505-5465 or jupp@classicpartyrentals.com.

Classic Party Rentals is the nation's premier special event rental company, serving close to forty locations in major metropolitan areas and destination markets nationwide. Recognized as the premier rental company in the country, Classic's high-profile event roster includes Hollywood awards shows and movie premieres, celebrity weddings and charity events. Classic Tents specializes in the installation of temporary Clear Span Structures for high profile events for the hospitality, exhibition, corporate and sports industries. Classic is headquartered in Los Angeles.

For more information on Classic Party Rentals, Classic Tents, and The Prime Event Group, please go to www.ClassicPartyRentals.com, or email Press@ClassicPartyRentals.com.