

For Immediate Release
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March 31, 2010 (LOS ANGELES, CA) – As of today, the Los Angeles Convention Center (LACC) can now be followed on Twitter! In an effort to enhance clientele service, the social networking and microblogging platform will help LACC stay connected with its clients, attendees, and community.

On Twitter, LACC will display a list of current client events, use it to share and update its followers about community event information such as time, location, as well as road closures. Also, with the advantage of receiving feed-back on attendee experience, LACC looks to enhance its hospitality and service.

“The Los Angeles Convention Center values delivering ‘World-Class Service’ to its clients, attendees, and community. Our hope is to utilize Twitter, so that our patrons will receive convenient, up to date information on LACC activities,” said Pouria Abbassi, Los Angeles Convention Center’s General Manager and CEO. “And we look forward to our two-way communication with the world,” added Abbassi.

About the Los Angeles Convention Center (LACC) The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2.5 million annual visitors and is renowned internationally as a prime

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site for conventions, trade shows and exhibitions. An integral economic component to the Southern California area, total sales from client secondary spending tops \$1.1 billion annually, generating and sustaining over 12,000 local jobs. For more information, visit www.lacclink.com.

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