



COMPANY PROFILE

Sector of activity:	Design, manufacturing and rental of hydraulic mobile stages and stage equipment
Business units:	<ul style="list-style-type: none">• Stageline: design and manufacturing of mobile stages and promotional mobile units• MSR Mobile Stage Rentals: North American rental centre for mobile stages and stage equipment, turnkey solutions for tour logistics, and custom-designed structures for mobile marketing
Founded:	1987
Sales:	Annualized revenues of \$13 million in 2007-2008 Anticipated revenues of \$16 million in 2008-2009
Number of employees:	More than 180 full time employees, and 40 part-time employees 102 new jobs created since 2007
Offices:	<ul style="list-style-type: none">• Stageline Group head office and plant at L'Assomption• MSR service points in more than 25 cities in North America, including Montreal, Quebec City, Toronto, Vancouver, New York, Chicago, Seattle, Los Angeles, Dallas, Las Vegas, Miami, and Nashville
Customer base:	<ul style="list-style-type: none">• Stageline: municipalities, sound and lighting companies• MSR: celebration and festival producers, sound and lighting companies, municipalities, marketing agencies, resorts, etc.
Geographic market:	<ul style="list-style-type: none">• Stageline: More than 30 countries around the world, including Canada, the United States, Mexico, France, England, Germany, Denmark, South Africa, Argentina, Thailand, Malaysia, and Saudi Arabia• MSR: North America
Key spokespersons:	Yvan Miron, chairman of the board and chief executive officer, Stageline Group Lise Morissat, president and chief operating officer, Stageline Group
Shareholders:	Yvan Miron Lise Morissat Marius Chouinard

Company profile

Stageline Group is a private company recognized worldwide for its covered hydraulic mobile stages, which have revolutionized show business. The firm operates two business units: Stageline, which designs and builds the different models of mobile stages, and MSR Mobile Stage Rentals, which offers rental services and turnkey solutions for tour logistics through the most important mobile stage rental center in North America, with a total of more than 80 units. The firm also manufactures hydraulic mobile structures for mobile promotional and marketing activities.

Company profile (continued)

In the early 1980s, entrepreneur and producer Yvan Miron noticed a blatant need in outdoor show business production. The numerous events and festivals held outdoors were at the mercy of weather conditions and often found themselves in a precarious situation when the weather turned bad, as traditional equipment was not covered and not very resistant to strong winds. Moreover, technologies were evolving at a rapid pace in the industry, with artists and producers always demanding more. Based on their experience in producing shows, Yvan Miron and his team found a solution that would make everyone's life easier, including producers, technicians or artists: a semi-trailer that transforms into a covered stage. The Montreal Symphony Orchestra, the Festival international de Jazz de Montréal and dozens of other events in Quebec were the first to benefit from this new stage concept. The firm incorporated the Stageline trademark in 1987.

Beginning in 1991, with the arrival of Lise Morissat, an experienced manager and consultant, Stageline focuses on R&D as well as on manufacturing, sale, and rental of mobile stages, with a view to transforming what was a cottage-type product into an industrial one. In 1994, Stageline took possession of its own factory in L'Assomption, Quebec, thus substantially increasing its production capacity. Since then, Stageline has established itself as world leader in the design and manufacturing of mobile stages by establishing the highest standards of safety and reliability in the industry for outdoor shows and events. Over the years, the firm has continued to stand out on the international scene by developing proprietary new stage models and enjoying an upscale and trailblazing positioning. Moreover, its products are deeply rooted in a philosophy of sustainable development: a single semi-trailer instead of three or four for transportation, no machinery required for installation and materials handling, minimal impact on the environment, equipment life of over 25 years, and a reduction in setup time and personnel required by about 90 percent compared to traditional stages.

Every year, over 10,000 large-scale events around the world take place on Stageline Group equipment. To meet the increased production needs stemming from a continually rising level of business activity, the firm drafted an expansion plan for its facilities in L'Assomption, the first phase of which was implemented in the fall of 2007.

Two closely connected business units

Stageline Group operates two facilities with a surface area of 70,000 square feet: **Stageline** develops and manufactures mobile stages, and MSR Mobile Stage Rentals, an entity founded in 2003 as a response to an increasing demand for rentable mobile stages. From a strategy perspective, MSR responds to the desire of Stageline Group to ensure the longevity of its production in Quebec by boosting the need for stage manufacturing.

Present today in more than 25 major North American cities, MSR will develop even further in the years to come. MSR also offers turnkey technical logistics solutions, as well as custom-designed promotional mobile units intended for promotional and mobile marketing activities.

These highly valued solutions consist in the conception, design and complete dressing of mobile stages in the colors of a company, a brand or a product and are used for promotional purposes on the sites of festivals and special events.

R&D, source of innovation

Stageline Group undeniably depends on the continuous innovation that characterizes its products. Indeed, the firm is recognized around the world for designing concepts and technologies that offer unequaled quality and reliability. R&D is the cornerstone of Stageline Group activities, with a team of engineers representing about 10 percent of the company's workforce.

In keeping with its environment policy, Stageline Group engages into eco-design, as it is willing to minimize the impact of its products and operations on the environment.

Company profile (continued)

About the new highly energy-efficient green building

A pioneer in the mobile stage industry, the company is now making headlines with respect to the environment by unveiling new industrial facilities that conform to LEED (*Leadership in Energy and Environment Design*) certification standards stipulated by the Canada Green Building Council. In spring 2007, Stageline Group launched phase 1 of an expansion project representing an investment of more than \$6.5 million.

In winter 2007, an energy-efficient building measuring 3,670 m² (39,503 ft²) was added to the facilities in L'Assomption. Advanced modeling for energy-efficiency has been carried out for the project and, as a result, the most energy-efficient technologies were retained. Environmental technologies, specifically geothermics and solar heat, were selected for an industrial application. As a result, the building consumes 69.2% less energy than a similar building that complies with the codes and standards in effect. It is presently the most energy efficient green industrial building in Quebec, and ranks second in Canada.

Even though the construction of a highly energy-efficient building costs over 20 % more than a traditional building, Stageline Group makes the demonstration that it is manageable for an SME to build in an eco-responsible manner. Management estimates that it will make back its investment within a period of six years thanks to savings on energy costs, and that the company should make productivity gains in result of a healthier working environment.

In addition to its energy-efficient features, the new building allows for a substantial increase in production capacity, a reduction in delivery timeframes, and the development of large-scale "turnkey" projects, with a workspace featuring ground clearance of 32 to 60 feet (columns not included).

Awards and certification

- 4th Prize at the International New Technology Grand Prize, awarded by Production 91, for its mobile-stage concept (1991)
- Non-Booth Design award at Lighting Dimensions International (USA, 1993)
- Prix Hommage from the Société des fêtes et festivals du Québec (1997)
- Entertainment Technology Awards for best stage innovation with the Stageline SAM model with Star Hire (England, 1998)
- Prix Or at Live! Awards for best stage innovation with the Stageline SAM model with Star Hire (England, 1999)
- Prix économique Raoul-Charette, awarded by the Société nationale des québécoises et québécois de Lanaudière (2006)
- MercadOr Award, for excellence in diversifying its foreign markets, as an export leader and for its role in the economic development of the Lanaudière region of Quebec (2006)
- Grand Ex-Award 2007, for Stageline Promobile during Motorola's StudioMoto campaign (Agency: OgilvyAction/141 Worldwide)

Certifications

- ISO 9001 : Quality management system
- CWB : Canadian Welding Bureau (steel : CSA-W47.1; aluminum : W47.2)
- Professional engineers certified in Canada and the United-States
- Homologation Veritas
- CE : European certification
- C-TPAT for the safety of international supply chain recognized by World Customs Organization (OMD) standards
- GSA : General Service Administration
- LEED (*Leadership in energy and environmental design*) Certification pending
- Member of the Canada Green Building Council
- Member of the US Green Building Council

Company profile (continued)

Major customers and events that have used Stageline products

- Brian Adams and Def Leppard tours
- Bob Dylan and Willy Nelson tours
- Doobie Brothers and Foreigner, New York
- Garth Brooks, Tim Mc Graw, Neil Young, Hall&Oats, Kenneth Koplan Mystery, Shakira, Snoop Dog, Donna Summer, Jimmy Buffet, Fog Hat
- BB King/House of Blues Festival, Sugarbush
- OzzFest, Warped tour, Horde tour, Lollapalooza tours
- Harley Davidson tour, World Jeep Outside Festival tour, Microsoft Mobile Experience tour
- NY Metropolitan Opera, NY Philharmonic, Boston Lyric Opera
- Festival International de Jazz de Montréal
- Toronto Jazz Festival, Yonge Street Festival Toronto
- Le Franco Ontarien – Ottawa
- Mont-Tremblant Blues Fest
- Montréal Francofolies and Just For Laughs festivals
- Cirque du Soleil's 20th anniversary
- Formule 1 Grand prix of Montréal – Simple Plan concert and Budweiser stage
- NASCAR – Champ Car
- Canada Day – Montréal, Ottawa and Québec city
- Nickelback, Fergie, Manu Chao, April Wine, Van Morrison, Guess Who, Bob Dylan, Tea Party, Tragically Hip, Kenny Rogers, Céline Dion, Bryan Adams, Aerosmith, Reba McEntire, Colin James, Blue Rodeo, Styx, ZZ Top, Scorpion, Alice Cooper, Yes, Village People, Amanda Marshall, James Brown
- Montréal, Winnipeg, New-York, Boston, Atlanta et Montana symphonic orchestras
- Green Apple Festival, AEG – 2008 Mile High Music Festival, 2008 Pemberton Festival
- Elton John – Live Nation Vermont 2008
- 2008 Rockstar Mayhem Tour
- Jeux du Commonwealth (Royaume-Uni)
- Orchestre symphonique de Berlin (Porte de Brandebourg)
- Visite du Pape Jean-Paul II à Toronto (2002)

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