

VALERA
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International LCT Show 2008 Selects Valera Global CEO to Lead Executive Workshop
Valera Global CEO Bob Mackasek and Co-Founder and Senior VP Naomi Glaser Will Also Participate in a Panel Discussion on Branding

New York, NY; March 3, 2008 –Valera Global, the premier provider of executive transportation solutions, announced today that two members of its executive team have been selected to speak at the International LCT Show in Las Vegas March 17-19, 2008. Bob Mackasek, CEO, will offer a pre-conference workshop entitled “Frontline Dispatch & Training Course.” He will also participate in the panel discussion “10 Tips for Branding Your Company” with Naomi Glaser, Valera Global co-founder and senior vice president.

Exclusively endorsed by the National Limousine Association (NLA), the International LCT Show brings limousine and chauffeured transportation companies together to discuss industry trends. Celebrating its 25th anniversary, the LCT Show is the longest running and largest show in the limousine and chauffeured transportation industry. The 2008 show will have operators from 39 countries and 50 states, with over 100 exhibitors showcasing their products in a 160,000 square foot exhibit space for nearly 3,000 attendees.

Bob Mackasek will be kicking off the pre-show activities with his 5 hour workshop, “Frontline Dispatch & Training.” This seminar offers other members of the limousine and chauffeur industry the opportunity to benefit from his two decades in the industry. Mackasek will provide best practices in dispatching, reservations and customer service. He developed and presented the workshop, which includes separate units on professionalism, call quality and customer satisfaction, as part of the LCT Eastern Conference this past year. The success of the workshop convinced the organizers of the International LCT Show to request Mackasek’s involvement for 2008.

In addition, Mackasek and Glaser will lead the management and marketing discussion, “10 Tips for Branding Your Company,” which will include tips and strategies for rebranding and branding a business. Valera Global, formerly Computer Car, has recently completed a rebranding campaign that involved over a year’s worth of extensive planning and strategy. As key players in their own rebranding initiative, Mackasek and Glaser will share their experiences in this delicate procedure and provide suggestions for others in the industry.

Bob Mackasek commented, “Naomi and I are both excited to be participating in this year’s LCT Show. I am flattered to be asked to present my workshop to a group of professionals who have had extensive experience in this industry. It is important for members of the limousine and chauffeured transportation industry to share experiences so we can stay ahead of the curve in the newest technologies and trends.”

“We are honored to be selected as part of this distinguished community of speakers,” said Naomi Glaser. “Having recently completed our own initiative, we are acutely aware of the challenges faced and the commitment involved in rebranding and branding a company. It is a privilege to share our experiences with the rest of the limousine and chauffeured transportation community at such a prestigious event.”

About Valera Global

Valera Global provides executive transportation solutions in major U.S. cities and European destinations. Founded in New York City in 1987, Valera Global is known for its one-of-a-kind chauffeur training program that stresses safety, attention to detail and customer service. The company's tiered services give clients maximum flexibility when it comes to selecting vehicles and even preferred chauffeurs. Valera Global is the transportation solution of choice for Fortune 500 executives, celebrities, political officials and other high-profile businesspeople. Honored by the International Taxi & Livery Association (ITLA) for its positive work environment and high chauffeuring standards, Valera Global is the transportation provider of choice for the driven professional. For more information on Valera Global, please visit www.valeraglobal.com.