

*Chameleon Chair*<sup>®</sup>  
C O L L E C T I O N

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**For Immediate Release**  
**August 4, 2014**

**Arena Americas and Chameleon Chair<sup>®</sup>**  
**Enter New Agreement**

**LOS ANGELES, Calif.** (August 4, 2014) – Arena Americas, one of the nation’s largest event rental companies and Chameleon Chairs LLC, dba Chameleon Chair<sup>®</sup> Collection, today announced they have entered into an agreement to be the exclusive supplier of Chameleon Chair’s products in the Greater New York City, New Jersey and Philadelphia/South Jersey markets.

“We are extremely pleased to add these unique chairs to our product lineup. The partnership between Arena Americas and Chameleon Chair<sup>®</sup> will be beneficial, not only to our respective companies, but to our clients who will be able to incorporate this exclusive product into their events,” said Jim Koza, Sr. VP of Sales and Marketing for Arena Americas.

Jerry Smolar, Chameleon’s President stated that “Since 2007, we have had Chameleon Chairs with Arena Americas affiliates in London, England and Dublin, Ireland. Presently, Arena Group is our largest affiliation outside of the U.S. We are pleased to see this relationship expand and to work together to build our businesses together in this major regional market.”

For product information and ordering, please contact Arena Americas in Belleville, NJ at (973) 771-5177, attention Kristen Tegenborg, Business Development manager, or Chameleon Chair at (310) 787-9200.

**About Arena Americas**

Arena Americas has been providing full service event rentals throughout the nation for over 45 years with branches in Milwaukee, WI; Orlando, FL; Chicago, IL; Fort Irwin, CA; and Belleville, NJ. Arena supports some of the most prestigious sporting, corporate and private events in the country including the NFL Super Bowl, Mercedes-Benz Fashion Week, as well as PGA and NASCAR events. Arena Americas is a division of the Arena Group, a global leading provider of temporary structures, seating, and overlay services to support delivery of live events such as the London 2012 Olympics, Wimbledon, and Abu Dhabi Formula 1.

**Arena Americas**

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**About Chameleon Chairs**

Chameleon Chairs, LLC was formed in January 2005, and concurrently acquired an existing inventory and patent pending for the Chameleon Chair system. The opportunity to provide over 1,500 chairs for the 2005 Academy Awards Governors Ball was the Company’s entry into the chair rental business. The

Company does business as the “Chameleon Chair Collection” and designs, manufactures, sells and rents its propriety products.

The Chameleon Chair Collection includes distinctive metallic chair and barstool designs, plush seat cushions, fitted chair covers and accessories, all available in a variety of colors, textures and patterns. The chairs are delivered in a custom storage and transportation dolly that holds 36 chairs. To view the Company’s expansive collection, please visit [www.chameleonchair.com](http://www.chameleonchair.com).

In 2011 and 2013, the United States Patent Office issued patents titled Modular Stackable Furniture Systems. The Patents protect the structure of Chameleon’s iconic and novel Chameleon Chair Collection, as well as the way in which Chameleon Chairs stack on top of each other for ease of use, storage and transport. The company has also received federal trademark registration for the names “Chameleon Chair” and “Chameleon Chair Collection”.

**Chameleon Chair® Collection**

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