



NEWS RELEASE

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Kristopher Plourde is Selected SBA Young Entrepreneur of the Year

SANTA ANA, CALIF – Kristopher Plourde, President of N>Effect Productions, Inc., and a resident of Irvine, CA has been selected Young Entrepreneur of the Year 2004 by the U.S. Small Business Administration (SBA) Santa Ana District Office. His selection was announced by District Director Sandy Sutton who stated, “Kris Plourde’s technical expertise, innovativeness and creativity warrant this award.” Eugene Perez, Vice president of SBA Loan Business Development Office at Washington Mutual, nominated Plourde for this award and said, “Mr. Plourde dominates an industry that he essentially created.” Last year Plourde purchased a building in Irvine with the assistance received from a U. S. Small Business Administration 504 loan. N>Effects Production makes events unique and memorable by setting new standards in high-end concert quality sound, lighting, video production and special effects to set themselves apart from the competition.

At the age of 10, Plourde moved to Santa Monica, California and enrolled in the Performing Arts Magnate Program where he studied the arts and theatre. Later, Plourde trained in silkscreen design, graphic arts and computers.

In 1991, at the age of 16, Kris started N>Effect Productions with \$5,000 and a lot of discipline. Plourde began his business part time/evenings producing “DJ” events, while he was still in high school. N>Effects Production would provide lighting, music, large screen visuals, smoke and other special effects to enhance high school events, including proms, grad nights and homecomings. The business evolved to providing similar services to Fortune 500 companies including trade theme shows for the automotive industry. Twelve years later both he and his company have grown to become a benchmark of quality and innovation in an industry by which his competitors are measured.

Plourde has grown N>Effect at a fast and steady rate that most companies can only dream of achieving. During challenging economic times since 9-11-2001, N>Effect has increased its revenues from 20% to 50% per year. In 2004, Plourde anticipates a 100% increase in revenue to \$2 million and staff growth to 5 full time employees. Plourde's accomplishments as an entrepreneur are clearly remarkable. But to reach this level of success by his 29th birthday is truly extraordinary.

Kris will be honored at the SBA Small Business Award Luncheon on May 26, 2004 at the Grove of Anaheim, CA as part of a nationwide salute to small business. For further information on the luncheon contact the Orange County Small Business Development Center at (714) 564-5200.