

FOR IMMEDIATE RELEASE
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DESIGN EXCHANGE ANNOUNCES NEW PRESIDENT AND C.E.O.

Toronto, Ontario: The Design Exchange announced today that it has hired Samantha S. Sannella as its new President & CEO. In a statement issued today, Mr. Urban Joseph, chair of the DX Volunteer Board, confirmed that Ms. Sannella would begin in her new role effective September 15th. "As the Design Exchange approaches its 10th anniversary, we are thrilled to have as our President an individual with Ms. Sannella's distinguished design experience and leadership abilities."

Ms. Sannella brings to the position a comprehensive background in design, with a focus on architecture and interior design. Currently Ms Sannella holds a teaching position at Ryerson University School of Interior Design, Toronto. Formerly she was director of HOK Consulting for the Canadian offices, and prior to this, a Senior Consultant for HOK's Houston offices. Ms. Sannella is experienced in project planning and coordination for Fortune 500 Companies, institutions and government. A list of projects and facilities on which Ms. Sannella has worked includes healthcare, sports, engineering, communications, food services and microelectronics. Her previous academic experience includes stints at several American teaching institutes such as University of Houston, Louisiana State University and Texas Southern University.

As the DX's President, Ms. Sannella will be responsible for overseeing the daily operations of the Design Exchange, both as Canada's centre for design and as a premier corporate event facility.

The Design Exchange (DX) is Canada's national not-for-profit design exhibition, education and research centre. It achieves its mandate through delivering design programs which include exhibitions, competitions, lectures, courses, publications and advisory services. The DX is located at 234 Bay Street, Toronto.

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