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For Immediate Release

Press Release

Schult Industries Forms New SI Division: Fueling Expansion of Digital Signage and Services *Décor Signage Meets Technology*

February 5, 2008 - Blue Springs, MO - Schult Industries, a design-to-build signage and display company providing end-to-end digital integration services, has announced the formation of a new SI (Strategic Initiatives) Division. The SI Group is charged with broadening Schult digital products and services and directing future initiatives for the company.

Robert Martin, Chief Operating Officer, formerly Division President for Access IT, will contribute business planning and direction for the newly formed division. Jan Durwood, SVP Marketing, will continue to identify strategic marketing initiatives and oversee the communication of new products and services.

"Our customers are looking for dynamic solutions, incorporating many custom design requirements that are not readily available in the marketplace" reports Durwood. "They trust Schult to design, manufacture and deploy turnkey digital solutions including custom fabrications, digital hardware/software, content animations, installation, project management and service support. The end goal is to make our digital signage as visually compelling as the brand signage we provide."

Bob Martin adds "In the near term, we anticipate further diversification of Schult products and services to better serve our commercial and theatre customers - both in digital and non-digital signage formats. The SI Group formation will allow us to accelerate these initiatives into the marketplace. Creative décor signage solutions are our specialty and the SI Group will allow us to push the envelope."

Today Schult deploys a complete range of digital signage services to a growing list of national customers including Universal Studios Amusement Parks, Coke, YUM! Brands Express Division (Pizza Hut, Pasta Bravo), Regal Entertainment, AMC Theatres, and Muvico.

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Schult is a leading provider of brand distinguishing signs, menu systems and displays specializing in the integration of digital merchandising technologies. For digital signage, Schult provides end-to-end digital integration services including design, fabrication, hardware and software, content animation, installation services, project management and service support.

Additional Schult core products include digital concessions, a full line of modular menu systems, ARTLITE 3-D Signage and Icons, illuminated poster cases and surrounds, concession cases, box office systems and custom signage.

For Schult product and services information, call and ask for the sales department at 1-800-783-8998; e-mail sales@schult.com or visit their website at www.schult.com

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