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For Immediate Release

Press Release

Schult's Strategic Initiatives Division Announces Partnership with Christie Managed Services Group to Deliver Complete Support of Digital Signage

March 10 - Blue Springs, MO - Schult, a leading décor signage company providing end-to-end digital integration services, announced it recently formed a relationship between its Strategic Initiatives (SI) Division and Christie Managed Services group which supports over 9,500 screens at over 850 sites across the US and Canada..

Taking the complexity out of the transition to digital and allowing customers to focus on their core business, the Schult and Christie partnership combines the strengths of both companies culminating in turnkey support to clients that are deploying complex technical solutions.

With the boom in digital signage and menu boards in the marketplace, Schult has taken a unique approach by providing solutions to customers beginning at the design stage and ending with the service component to complete a 360-degree view of digital signage.

"Our customer base of primarily large regional and national companies requires Schult to deploy support services across a wide geographic landscape. To that end, Christie Managed Services' reputation and expertise made them a natural partner, allowing us to respond to our customers needs within 24 hours or less," noted Jan Durwood, Senior VP of Sales and Marketing.

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

About Schult

Schult is a leading provider of brand distinguishing traditional and digital signs, menu systems and displays. For digital signage, Schult provides unique end-to-end digital integration services. It's newly formed SI Division is charged with broadening Schult digital products and services as well as directing future initiatives for the company.

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

About Christie

Christie is a leader in visual solutions for world-class organizations, offering diverse applications for business, entertainment, and industry. a leading innovator in film projection since 1929 and a pioneer in digital projections systems since 1979, Christie has established a global reputation as a total service provider and the world's single source manufacturer of a variety of display technologies and solutions. With its recent acquisition of Vista Controls Systems, Corp., Christie offers the most complete and advanced solutions for cinema, live venues, control rooms, business presentations, training facilities, 3D and Virtual Reality, simulation and education as well as industrial and government environments. For more information, visit www.christiedigital.com

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