

# Schult

## breaking NEWS!

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For Immediate Release

### Press Release

#### ROBERT MARTIN JOINS SCHULT SENIOR MANAGEMENT TEAM



**November 1, 2007** - Schult, a design-to-build manufacturer of signage, menu systems and displays, announced today that Robert (Bob) Martin has joined its senior management team assuming the role of Chief Operating Officer. Concurrently, William (Bill) Lustig, a long time theatre industry veteran, and current Schult COO, has announced his semi-retirement, while continuing to assist and support Schult in an ongoing theatre sales and consultative capacity.

Martin, in his new role, will participate in formulating strategic planning and digital channel development. Martin will also fulfill executive duties associated with the day-to-day operation of the company.

Martin says, "I am excited to join the Schult team. Schult has a long, established track record as the premier provider of signage and creative solutions to the motion picture exhibition industry." Martin further comments, "Schult has served a long list of corporate clientele outside of the theatre sector, including YUM! brands, Universal Studios and H&R Block. Over the last few years, Schult has made significant inroads into the digital signage business. We believe that our digital initiatives are very complementary with our current core business strengths. We are now in the process of forming a new company division, named the "SI Group" that will focus on driving our future marketing and strategic initiatives, including digital. Further announcements regarding the SI Group will be forthcoming."

Jeff Journagan, Schult CEO, added "Mr. Martin comes to us at a very exciting time. The digital signage business is literally booming, and no one wants to be left behind. Mr. Martin's skill sets, experience, and contacts make this a wonderful move for Schult Industries."

Most recently, Mr. Martin served as a division president of AccessIT. AccessIT is an industry leader in providing fully integrated digital cinema software and service solutions to the motion picture industry. Mr. Martin also spent over a decade in theatre operations management as an executive with AMC Theatres, and helped to pioneer the pre-show advertising industry in the U.S. while serving as the founder and president of National Cinema Network. Mr. Martin subsequently served as COO of Movie Tunes Inc. - providing cinema audio entertainment content to a network of 18,000 screens - and was an initiating force behind the formation of the CAC. From 2005-2006, Mr. Martin served as CAC president.

#### Schult Industries Background

Since 1976, Schult has provided design services to brand distinguishing signs, menu systems and displays. Schult's specialty is providing unique solutions to common signage and display applications - with national emphasis in Cinema, Amusement Parks, Convention Centers and Restaurant sectors.

As a supplier to the top national Cinema, Amusement Park and Quick Service Restaurant chains, Schult provides full design-to-installation services for product categories including digital signage complete with software, hardware and content integration, modular menu systems, **ARTLITE**® signage and 3-D ICONs, illuminated poster cases and surrounds, concession cases, box office systems and kiosks.

For Schult product and services information, call and ask for the sales department at 1-800-783-8998; e-mail [sales@schult.com](mailto:sales@schult.com) or visit their website at [www.schult.com](http://www.schult.com)

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