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FOR IMMEDIATE RELEASE

**Schult Launches smartbrite
A Complete Line of Energy-Saving Poster Cases, Signs, Menus and Displays**

October 12, 2009, Kansas City, MO – Schult, a leading provider of décor signage, menu systems and displays and specializing in end-to-end digital integration services, announced the launch of a sleek new line of energy-saving poster cases, signs, menu systems and displays under the **smartbrite** brand.

The “green” product line is a result of a companywide initiative to design and manufacture energy-smart signs and displays that are visually compelling. Schult **smartbrite** products provide up to 90% in energy savings over traditional fluorescent signs and displays.

Under the **smartbrite** blanket of products and services, Schult is also introducing energy-saving retrofit kits and installation services for updating existing signs and displays to new LED technologies (or to digital technologies) based on customer project specifications.

“To compete in today’s environment, our customers need affordable, energy-wise signage and displays that visually freshen up their brands or sites,” comments Jan Durwood, CMO for Schult. “With the launch of our **smartbrite** line of signs, menus and displays, we deliver brand distinctive solutions that have a tangible return on investment.”

For further information Schult **smartbrite** products and services, call 1(800)783-8998; e-mail sales@schult.com; or visit www.schult.com.

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About Schult

Providing state-of-the-art signage since 1985, Schult is a national provider of brand distinguishing signs, menu systems, poster cases, enclosures and displays specializing in the integration of digital merchandising technologies. Schult deploys a complete range of digital and energy-saving signage products and services to a growing list of national customers including Regal Entertainment Group, YUM! Brands Express Division (Pizza Hut, Taco Bell, KFC, Long John Silvers, A&W), The Coca-Cola Company, Universal Studios Amusement Parks, H&R Block, Cinemark, AMC Theatres and Carmike Theatres.