



FOR IMMEDIATE RELEASE

CONTACT: Alan Weinstein
Director of Marketing
Proveer
415-635-4159
alan.weinstein@proveer.com

Kristin Contino
For Proveer
610-768-3704
kristinc@jackhorner.com

Sign Supply USA and East West Plastic Rebrand as “Proveer”

POMPANO BEACH AND TORONTO — April 15, 2009 — Sign Supply USA and East West Plastic have combined their organizations to form the sign and graphics industry’s most innovative and integrated new company – Proveer. The Proveer brand will be officially launched at the 2009 International Sign Association (ISA) Sign Expo, held April 16-18 in Las Vegas. ISA Sign Expo is the sign and graphics industry’s largest show.

Proveer means “to provide, supply or stock” and is derived from the Latin verb “providere.” Its definition and memorability make Proveer the ideal choice for the company, which provides sign and graphics supplies, equipment and services in 24 locations throughout the United States and Canada.

Sign Supply USA acquired East West Plastic in 2007, with East West operating as a division of the company. Since then, with the acquisition of East West Plastic, Hammocks Sign Supplies, Vinyl Sign Supply, Xpert Sign Supply and Standard Neon, it became evident that there was a need for a distinctive and singular brand. The new name will enable the company to speak to the marketplace with one voice, reduce costs associated with supporting multiple brands and eliminate name confusion with future mergers and acquisitions.

“The Sign Supply USA and East West Plastic names have been synonymous with product quality, service and cost efficiency. Combining the two organizations to form Proveer will give our customers a trusted source for their sign and graphics needs with an even wider selection of products,” said Jack Laine, Proveer President, Canada.

Proveer will provide the same level of quality and service customers have relied on from the former Sign Supply USA and East West Plastic. The company will carry a wide range of brand name sign and graphics supplies and equipment from suppliers such as Avery, Oracal, Coroplast, R Tape, Plaskolite, Sheffield, HP, Seiko, Roland, Graphtec, and U.S Led.

-more-

\prō-vir to provide, supply or stock; from the Latin *providere*



All Sign Supply USA and East West Plastic branches will now operate under the Proveer brand and will remain at their current locations. The Sign Supply USA and East West Plastic names will be completely retired over the next several months as the company undertakes the process of updating all facilities, marketing materials and delivery fleet with the Proveer name.

The Proveer 2009/2010 North American catalog will make its debut at the ISA show. It represents the scope and breadth of products, equipment and services available from the new, integrated company.

Visit Proveer at ISA Sign Expo Booth #3907.

ABOUT PROVEER

Proveer is a leading provider of sign and graphics supplies, equipment and services with locations across the United States and Canada. The company offers products from leading manufacturers such as Avery, Oracal, Coroplast, R Tape, Plaskolite, Sheffield, HP, Seiko, Roland, Graphtec and U.S Led. Proveer also offers services including equipment installation, training and servicing. Proveer is owned by Liberty Lane, a private investment firm based in Hampton, N.H. For more information, visit www.proveer.com.

###