

August 1, 2011

FOR IMMEDIATE RELEASE:

GRENEKER PLUS ADCO - IT ADDS UP!

"Our desire to expand into Canada quickly lead to one result - a relationship with the ADCO Group. Like us, they are an organization dedicated to specializing in providing products, services and support to the visual merchandising industry," began Steven Beckman, Greneker COO.

"Teaming with ADCO gives us a dedicated network of experienced professionals to address all of Canada's retailers."

"Strategically, we are going to start our relationship on a step-by-step basis, analyzing and beginning with offerings which make logical sense for this market. With over 80 years of history in the production of mannequins, it would be an overwhelming task to bring all that we have available into this market at one time."

"This is an exciting opportunity; two mature organizations whose activities perfectly complement each others. We expect this relationship to set new standards of success, not only in sales, but in service and marketing support for retailers large and small throughout the region. Our expectations are high, but our combined resources are excellent" concludes Mr. Beckman.

Greneker has an 80+ year history of bringing innovative materials and methods to the visual merchandising industry.

"We are proud to announce that we are the exclusive distributor of Greneker mannequins in Canada. This strategic alliance will strengthen our position as the leader by offering a wider selection of mannequins for our fast growing customer

base. Moreover, these innovative collections will definitely improve the visual presentation in stores and bring the customer experience to the next level," as explained by Maxime Deraspe, Vice President Sales & Marketing, Adcogroup World.

ADCOGroup is a one-stop fashion partner for all store fixtures, point-of-purchase displays, window mannequins and retail store packaging whether standard or custom made. Not only does ADCOGroup keeps more than 5,000 standard products in inventory at very competitive prices, but the company also has its own domestic metal fabricating facility and millwork along with our manufacturing partners in the Orient. With sales and customer service offices located in Edmonton, Montreal, Quebec City, Saint-Hubert and Toronto, ADCOGroup has been a Canadian leader in its field for over the past three decades.

For additional information, contact Bryan Higa at Greneker, [info@greneker.com](mailto:info@greneker.com)