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Allegra Network Leadership Team Reaches Agreement

with Signs By Tomorrow

SBT founder Joe McGuinness to partner with Allegra Network investors in his

162-unit signs and graphics franchise company

PLYMOUTH, Mich. (January 30, 2012) – Members of Allegra Network LLC’s leadership team, the leading franchise network of nearly 500 marketing, print and sign companies, have reached an agreement to invest in an entity that will purchase the assets of Signs By Tomorrow, Inc., a 162-unit network of firms providing indoor and outdoor signage, exhibit displays, vehicle wraps and other large-scale graphics. The transaction is expected to close by the end of February. The new entity will continue to do business as Signs By Tomorrow.

Investors from Allegra Network include Mike Marcantonio, majority investor, President and CEO, along with other members of the company’s leadership team. Signs By Tomorrow Chairman Joe McGuinness, President Ray Palmer and Vice President of Operations Andrew Akers also will be investors in the new company. Non-management stockholders George and Judith Coolidge and Gina McGuinness have elected to redeem their stock and will not have an interest in the new company. During the course of the next three years, Joe McGuinness will sell his interest as he moves into retirement.

Allegra Network LLC, founded in 1976, has nearly 500 locations in the United States, Canada and the United Kingdom. Its existing network of 180+ sign and large-scale graphics companies operate under the Signs Now brand. Its network of 300+ franchisees providing marketing and printing services operate primarily under the Allegra, Insty-Prints and American Speedy Printing Centers brands. The company is headquartered in Plymouth, Mich., and reports nearly \$300 million in system-wide sales, ranking among the Top 200 global franchises.

Signs By Tomorrow, Inc., located in Columbia, Md., was founded in 1986 by Joe McGuinness, a marketing executive for a major retailer. Today, the company includes 162 franchisees operating in 36 states with system-wide sales approaching \$70 million.

According to Marcantonio, “Our investment will provide Joe McGuinness a well-deserved exit strategy over the next three years and represents a sound investment in a business with which we are very familiar. While Signs By Tomorrow and Signs Now will remain separate companies, we expect that over time both of our organizations and all franchise members will benefit from this alliance.”

Joe McGuinness comments, “This is a watershed moment for our company in terms of securing a strong succession strategy and added value for our franchise members. As the founder of this

organization, I took great care in handpicking a successor in Ray Palmer and financial partners in the members of Allegra Network that would take care of our franchise members with the same care that we have. I plan to remain invested and active for the next three years to ensure a smooth transition. Allegra Network brings financial strength, leadership, and resources to help our organization continue to grow and keep pace with the rapid changes occurring in the graphic communications world. We are extremely pleased to call this group of investors our partners for the future. We share a deep commitment to providing our franchise members with the instrumental tools to enhance and grow their businesses.”

The management team of Signs By Tomorrow, Inc. will remain intact and all operational support for franchise members will continue from its headquarters in Columbia, Md. Some administrative functions will be moved to Allegra Network offices in Plymouth, Mich.

About Allegra Network

Allegra Network LLC is one of world’s largest marketing, print and graphic communications franchises linking nearly 500 locations across North America. The company ranks in the top 200 among all franchise companies in the world and is considered a leader in franchise training, technology implementation and system profitability. Allegra Network was founded in 1976 and today supports three primary brands under its Marketing & Print Division – Allegra, American Speedy Printing and Insty-Prints, and the Signs Now brand under its Sign Division. For more information on Allegra Network, please call (800) 726-9050 or visit <http://www.allegranetwork.com/>. For more information on Signs Now please visit <http://www.signsnow.com/>.

About Signs By Tomorrow

Since it was founded in 1986, Signs By Tomorrow has been providing its customers with high-quality, cost-effective signs. Its superior products, fast and friendly service and affordable prices have allowed the company to grow to a national network. Conveniently located in retail locations, Signs By Tomorrow makes its business easy to access before, during and after the workday. Its standardized operation guarantees consistency in every market and its proven process has helped it to create a turnkey approach to stocking the necessary supplies to meet most business needs in a timely manner. Known as the industry leader in technology, Signs By Tomorrow carries a commitment to innovation that ensures that each store is equipped with the industry’s state-of-the-art sign making technology. For more information, visit <http://www.signsbytomorrow.com/>.