



## **For Immediate Release**

### ***Media Inquiries:***

Sarah Malpeli

(941) 993-5037

[sarahm@signsnow.com](mailto:sarahm@signsnow.com)

## **SIGNS NOW LAUNCHES NEW DEVELOPMENT WEB SITE**

### ***Signage & Graphics Innovator Makes Franchise Decision-Making Easier***

**SARASOTA, Fla.** (May 26, 2010)—Signs Now, a division of Allegra Network LLC, recently launched a new Web site designed to introduce entrepreneurs to their graphics communication & signage franchise opportunity. One of the Web site highlights provides prospects with a step-by-step presentation of the company's proven business models. The site, [www.signsnowfranchise.com](http://www.signsnowfranchise.com), also features a free, downloadable franchise kit that answers frequently-asked financial, work/life balance and franchise support questions to help ease the decision-making process.

According to Signs Now Vice President of Development Phil LeBlanc, the company's consultative business approach broadens the franchise appeal to include those that may have a strong professional background in marketing, advertising and new business development.

"By visiting the new site, business-seekers will get to see what's different about Signs Now, in comparison to our competitors," LeBlanc explained. "It also helps independent sign business owners consider the option of joining Signs Now through our new Signs Now Advantage™ program or to find a qualified buyer should they be looking to sell their company," LeBlanc added.

After several years of development, Signs Now has also successfully integrated into the company's growth strategy a focus on independent sign shop owners who want to sell their business. The Signs Now MatchMaker™ Program, originally developed by parent company Allegra, matches entrepreneurs seeking to invest in a Signs Now location with independent sign shop owners seeking an exit strategy. Once a match is made, Signs Now works with both parties to complete the sale and helps its franchise members upgrade and convert the location into a branded Signs Now center.

Other key features of the new website include testimonials from current franchise members, details of franchise training and operational support, and a comprehensive look at the benefits of having the backing of a recognized brand with a proven track record.

***About Signs Now, a division of Allegra Network LLC***

*As a leader and top innovator in the sign and graphics industry, Signs Now truly stands out in a crowded world. Signs Now has over 200 franchise locations across the United States, Canada and the United Kingdom. The corporate offices and the Signs Now Training Academy, Sarasota Campus are headquartered in Sarasota, Fla. Founded in 1983, the Signs Now service base includes solutions and digital imaging for outdoor and indoor signage, exhibit and vehicle graphics, magnetic signs, banners, window graphics, ADA signage, dimensional letters, directional systems and other visual communications tools to businesses worldwide. For more information on Signs Now, call (800) 356-3373 or visit their Web site at [www.signsnow.com](http://www.signsnow.com).*

###