



For Immediate Release

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SIGNS NOW ANNOUNCES CORPORATE STAFF PROMOTIONS

SARASOTA, Fla. (Jan. 28, 2010)—Signs Now, A Division of Allegra Network LLC, recently announced the promotion of two corporate staff members, Sandie Hawkins and Lisa Dixon. Hawkins was named **Director of Training**, and Dixon was named **Marketing Programs Manager**.

Sandie Hawkins, formerly the Training Manager, will continue to direct business administration, sales and marketing training, curriculum development and operations at the Signs Now Academy. In addition, Hawkins also prepares and presents professional development programs system-wide and directs franchisee educational support. Although she joined the division headquarters staff in 2007, as a former Signs Now franchise member and regional manager, educator, and award-winning entrepreneur, she offers an intimate knowledge of Signs Now operations and key skills in business operations, training and team-building.

Lisa Dixon, formerly the Marketing Coordinator, will continue to coordinate and manage the synchronization of corporate and franchise marketing programs. She is instrumental in the direction of all franchisee marketing programs, including the direct mail program, E-mail marketing, Web site development and special events coordination and support. Dixon also coordinates corporate advertising sales for Signs Now publications. Dixon

joined Signs Now in 2008 after spending most of her career working in the high-technology industry. Her experience includes the development of marketing programs for a variety of companies, including a software developer, GPS systems and online security.

For more information on Signs Now, call (800) 356-3373, or visit their Web site at www.Signsnow.com.

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.

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