



## **For Immediate Release**

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### **LOCAL SIGN COMPANY TAPPED FOR MILITARY TRAINING PROJECT**

**BEAVERCREEK, Ohio. (May 12, 2009)**—Area business Signs Now, located at 1277 North Fairfield Road, recently finished a project with Mission Essential Personnel, LLC, for use in the training of soldiers headed to Iraq and Afghanistan.

The signage and graphics company was hired by Mission Essential Personnel to do vehicle wraps on 30 various SUVs and trucks. The vehicles were made to look like authentic Iraqi and Afghan taxis, police and defense force vehicles. The training was primarily conducted with the 5<sup>th</sup> and 3<sup>rd</sup> Stryker Brigades of the U.S. Army at Fort Lewis.

“The success of the project has been phenomenal,” remarked Todd Miller, Deputy Director, Global Operations Group at Mission Essential Personnel. “Our customers are impressed with the realism that the wrapped vehicles bring to the training. We even had comments made by soldiers who thought we imported vehicles from the OIF theatre of operations.”

Mission Essential Personnel is a global professional services firm that provides operational world support with disciplines including training and advising, world-wide mission support for language and culture, emerging markets, stability and reconstruction, specialized mission and expeditionary operations.

Roger Peters, who owns Signs Now with his wife Cathy, were intrigued and excited when approached with the idea.

“It’s not often that you have a chance to help the men and women of the military to better prepare for the mission they are asked to do,” remarked Roger Peters. “Being part of a franchise made the task easier when fellow franchisees in Portland stepped to the plate to help with installs.”

In addition to the use in military training, Mission Essential Personnel also featured the wrapped vehicles for a company photo shoot conducted in Las Vegas, Nev. The project was a win-win for all parties involved.

“Working with the team at Signs Now was exceptional,” said Rick Abner, Director, Global Operations Group. “The staff was very responsive and able to adjust to a tight timeline and adapted well to last minutes changes we had to make.”

The Signs Now service base includes business solutions for outdoor and indoor signage, banners, window and vehicle graphics, exhibit and trade show graphics, ADA signage, dimensional letters, directional systems and other visual communications tools.

For more information on Signs Now, please call (937) 427-3431, or visit the company Web site at [www.signsnowdayton.com](http://www.signsnowdayton.com).

***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 225 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.*

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