



**For Immediate Release**

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**LOCAL SIGN BUSINESS EXPERIENCES GROWTH DESPITE  
CHALLENGING ECONOMY**

**COLUMBIA, S.C.** (Oct. 7, 2010)—In today’s economic climate, many entrepreneurs are finding it difficult to successfully grow their businesses. But, Signs Now, located at 705 Elmwood Ave., is going against these trends by continuing to land new projects and reaching important sales milestones.

Signs Now owner Martin Izett took over the business in August of last year. The signage & graphics company has been serving the community since 1998, but Izett made some important changes coming in the business and has worked with his team to increase the center’s presence in the Columbia Metropolitan area.

“We have significantly expanded our service base and have set a company-wide focus to build positive relationships with our clients,” explained Izett. “I really believe that strong customer service has never been more important than it is now, and we have seen the results of these efforts spread into other areas of the business, especially positive sales.”

As a result these efforts, Izett and his team have recently received International Sales Growth Awards for being among the top five Signs Now network businesses in increased sales growth for July, May, and February of this year. The awards are distributed from Signs Now headquarters in Sarasota, Fla. Signs Now has nearly 200 franchise locations across the United States, Canada and the United Kingdom.

In addition to increased sales, the company is working with a wide variety of local and regional companies. Most recently, Signs Now, in partnership with Post No Bills, printed and installed a full range of graphics for the University of South Carolina School of Pharmacy Kennedy Innovation Center unveiling announcement. The project included a 10 x 25 foot window graphic, large format banners and column wraps.

Signs Now also produced the updated WIS TV studio graphics for their transfer to HD broadcasting. Other business partners include Columbia International University, WMHK 89.7 Radio, Modern Exterminating, Chernoff Newman, Post No Bills, American Moving Services, Riverbanks Zoo, Southland Log Homes, ISP Gamecocks, The Sheraton Hotel Group, Balfour Beatty, CSI Steel, The Salvation Army, Classic Ford and Providence Hospital.

The Signs Now service base includes the design, production and installation of multiple graphic communications solutions including outdoor and indoor signage, banners, window and vehicle graphics, exhibit and trade show graphics, ADA signage, dimensional letters, illuminated signage, directional systems and other visual communications tools. For more information on Signs Now, please call (803) 376-4208 or visit the company website at <http://www.SignsNowColumbiaSC.com>.

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