



For Immediate Release

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*images available upon request

**LOCAL SIGN COMPANY SEES BUSINESS INCREASE WITH
LAUNCH OF MLB PLAYOFFS**

LARGO, Fla. (Oct. 7, 2010)—Ever wonder where all of the updated MLB postseason signage at Tropicana Field comes from? Signs Now Tampa Bay, located at 12350 South Belcher, has seen a boost in business with the start of the MLB Playoffs in Tampa. Signs Now has been the preferred signage vendor for the Tampa Bay Rays for several years, and their team has been working through the nights to transform Tropicana Field for the nationally-televised playoff games.

After the Rays clinched the AL East this past Sunday, Signs Now mobilized their design, production and installation team to work in conjunction with MLB and the Rays on designs that complemented the team brand and image.

“We produced and installed new outfield wall graphics, along with new team dugout graphics,” explained Signs Now General Manager Barry Chase. “We also covered existing sponsor signage with national sponsors, and in just 24 hours, we produced, removed and installed a new vehicle wrap for the game debut on Oct. 6.”

The Signs Now Largo service base includes business solutions for outdoor and indoor signage, banners, window and vehicle graphics, vehicle wraps, exhibit and trade show

graphics, ADA signage, dimensional letters, directional systems and other visual communications tools. The center also offers large format digital services to local clientele—a heavily-expanding technology in the industry. Large format digital printing provides a solution for clients needing to use photographs or complex artwork for their interior and exterior signage.

Last year, the company completed a renovation that expanded the facility by 3,000 square feet. As part of the expansion, Signs Now added a bay door for indoor vehicle wrapping and an outdoor space for secured equipment storage. For more information on Signs Now, call (727) 524-8500 or visit the company's website at www.signsnowtampabay.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 nearly 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.

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