



For Immediate Release

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Signs Now President Named Allegra Chief Operating Officer

SARASOTA, Fla. (July 14, 2010)—Allegra Network LLC, one of the world’s largest marketing, print and graphic communications franchises, recently announced that Steve White has been promoted to Chief Operating Officer. White was previously Allegra Network Executive Vice President and Signs Now President. White will direct and manage field operations for Allegra Network’s print and sign divisions and will continue to oversee development efforts for both divisions. White will be relocating from Florida to the new Allegra headquarters in Plymouth, Mich., this fall.

Carl Gerhardt, Allegra Network President and CEO commented, “We will be moving into our new corporate headquarters building this fall, marking a major turning point in our company's history. We are pleased to have Steve’s continued leadership during this important transition and will rely on his leadership for continued growth of our Allegra and Signs Now brands.”

White has nearly 25 years in the franchise industry and has been with Allegra Network since 1994. During his tenure, he has overseen marketing, operations and franchise services. He was appointed Signs Now President in May of 2006 and has worked to build greater synergy between brands following the acquisition of Signs Now in 2005. His prior experiences include more than five years at Domino’s Pizza in its Ann Arbor, Mich., headquarters and six years in the United States Army.

About Allegra Network

Allegra Network LLC is one of world's largest marketing, print and graphic communications franchises linking nearly 550 locations across North America. The company ranks in the top 150 among all franchise companies in the world and is considered a leader in franchise training, technology implementation and system profitability. Allegra Network was founded in 1976 and today supports three primary brands under its print division – Allegra, American Speedy Printing and Insty-Prints, and the Signs Now brand under its sign division. The company is privately owned by an investor group including Michael Marcantonio, former vice president of Domino's Pizza and Thomas S. Monaghan, the founder and former CEO of Domino's Pizza and founder of Ave Maria University. For more information on Allegra Network, please call (800) 726-9050 or visit www.allegranetwork.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. 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.

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