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FOR IMMEDIATE RELEASE

**OVATION IN-STORE IS BORN --
NAME CHANGE REFLECTS NEW
CORPORATE BRANDING INITIATIVE**

MASPETH, NY, Dec. 7 – The DSI Group officially became Ovation In-Store today.

While it represents a new name for a company founded as Display Systems in 1974 – the second name change in less than a year – it underscores the evolutionary direction that this leader in the design, development and manufacture of displays and fixtures for the retail-merchandising environment, has embarked on.

Cause and effect was a series of in-depth interviews undertaken by The James Group, a New York-based brand strategy and marketing agency (www.thejamesgroup.com), to determine why retailers did business with DSI.

“Our customers partner with us for retail display solutions, plain and simple,” emphasized Ovation Chief Executive Benjamin Weshler. “They want a retail advantage and, indeed, are looking for a sales lift from a single source that can mesh technology, manufacture customized fixtures and service merchandising programs without difficulty.”

Ovation In-Store has gone a step further by employing “Your retail advantage” as its new corporate tagline.

“The research showed us clients want innovation that exceeds their expectations,” added Marc Weshler, Ovation senior vice president. “This new name evolved and better expresses our ability to deliver on those desires. It will enable us to own the idea so that we not only can ask the question, but answer it.”

Ovation's initial effort to get the word out about its new name will come from blast e-mail, direct mail, a revamped Web site – www.ovationadvantage.com; a new ad slated to appear in the December 7 issue of *P-O-P Times* – its first ad in five years and the launch of a trade-specific ad campaign – and its new booth design, which will debut at the TREX Show (December 8-9 at the Javits Center in New York).

The Ovation In-Store structure will consolidate and absorb existing corporate brands, such as DSI Group, DSIdisplay, DSIconnect, Brand Marketing Network and Media Vision.

About Ovation In-Store

Founded in 1974 as Display Systems, Inc., the company is a leader in the design, development and manufacture of displays and fixtures for retail merchandising environments. The company maintains a 100,000 square-foot headquarters and manufacturing facility in Maspeth, Queens, slightly to the east of midtown Manhattan, and a design, engineering and manufacturing operation in Taipei, Taiwan. Altogether, Ovation has over 165 employees. Clients served have included Kellogg's, L'Oreal, Kmart, Target, Timex, Swatch, Revlon, Gillette, Philips, Reebok, Coca Cola, Champion, Healthtex and Calvin Klein, to cite a few. Additional information may be found at www.ovationadvantage.com.

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