

PRESS RELEASE

DISPLAY TECHNOLOGIES ADDS SEASONED EXECUTIVE TO SALES MANAGEMENT TEAM

COLLEGE POINT, NY — April 16, 2008 — Display Technologies today announced the appointment of a new executive to lead the company's Beverage Sector field sales efforts in the United States and Canada. M. Craig Akins has been appointed National Sales Manager, reporting to Jon Noce, Director of Beverage Sector. Craig will be responsible for managing Display Technologies' Regional Sales Managers' activities at the bottler level and to Convenience Stores.

"Our goal of driving profitable business growth requires that we build a disciplined channel-based selling approach. The addition of Craig to our team allows us to create the right executive team to deliver future performance," commented Marshall Goldberg, President of Display Technologies. "With a demonstrated track record in transforming sales approaches to drive profitable growth, Craig has a keen sense of value creation for our customers," added Jon Noce.

Craig brings more than 25 years of sales experience as he joins Display Technologies from Portola Packaging where he was Vice President of Sales. Prior to Portola he spent 22 years with the Coca-Cola Company where his career path led him to Senior Vice President of Sales at Consolidated Coca-Cola Bottling Company. Craig received a MBA from Duke University and a Bachelor of Science in Marketing from Auburn University.

About Display Technologies

Display Technologies is a leading global provider of innovative retail point-of-purchase displays and bulk merchandising solutions. The firm, along with Artform, Cannon Equipment and DCI Marketing, is an operating division of IMI Merchandising, an IMI plc. business. With over 40 years of experience, Display Technologies' market leadership is rooted in industry knowledge, market insight, intimate customer relationships, and strong, product-driven strategies. Through its Trade Fixtures™ division, Display Technologies creates bulk-merchandising solutions for natural foods, candy, coffee, tea, spices, liquids, and pet foods. For further information, please visit www.display-technologies.com or call 1.800.424.4220.

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For More Information

Contact: Amy Pena
Display Technologies
718.321.3100
apena@display-technologies.com