



Identia

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FOR IMMEDIATE RELEASE

Identia Partners with Advance Corporation

Minnesota company to manufacture and distribute Identia Sign System

NEEDHAM, MA and COTTAGE GROVE, MN – May 22, 2009 – Identia announced today the selection of the Braille-Tac Division™ of Advance Corporation as the exclusive North American manufacturing and distribution partner of the Identia Sign System, a comprehensive interior architectural sign system. Identia is a division of Whitney Veigas Architectural Products Inc. (“Whitney Veigas”)

The Identia Sign System contains standard size components that can be assembled in hundreds of combinations. The system includes wall, flag, ceiling, and desk mounted signs. All signs are constructed with extruded aluminum, acrylic, and phenolic photopolymer, and are compliant with the latest ADA design guidelines.

The Identia Sign System will be manufactured by the Braille-Tac™ Division of Advance Corporation at their facility in Cottage Grove, MN. Advance Corporation will have exclusive manufacturing and distribution rights to the Identia Sign System within North America.

According to Travis Veigas, president of Whitney Veigas, “Advance Corporation epitomizes the virtues we value most – impeccable integrity and superior product quality. They stand apart as a company that honors commitments and stands by its word.”

Orders for the Identia Sign System can be placed directly with Advance Corporation or can be created in conjunction with Identia Online, an online project documentation and information sharing application specifically designed for the architectural sign community.

Kathy Wilson, Sales and Marketing Manager at the Braille-Tac™ Division of Advance Corporation, said, “The partnership with Whitney Veigas presents a cooperative relationship that is good for both companies, but is best for the customers of Identia. Utilizing online ordering with a pre-designed and pre-priced interior sign system means a complete, worry-free solution to interior signage needs. Whitney Veigas has developed a remarkable system with its Identia Online system, and we are pleased to be a part of the product solution that it provides.”

More information is available at www.identiasigns.com and www.advancecorp.com/brailletac.

About Identia

Identia designs and develops products for the architectural sign industry. We produce tools that help designers, facility managers, and sign professionals create and manage sign programs more efficiently than ever before. Identia is a division of Whitney Veigas Architectural Products Inc., located in Needham, Massachusetts.

About Whitney Veigas

Whitney Veigas designs, supplies, and installs architectural sign programs. We work closely with architects, designers, and building owners throughout the United States to create interior and exterior programs for institutional, commercial, and corporate facilities. The design process at Whitney Veigas balances four factors — cost, function, visual appearance, and sustainability — to achieve sign programs that are simple, refined, and versatile.

About Advance Corporation

In business since 1941, Advance is a recognized name in several industries that involve signage products. Our Braille-Tac Division was started in 1981 and has grown to be a leader in the field of ADA and wayfinding signage. Advance Corporation consistently delivers products that define the industry's high standards of service, quality and innovation for the architectural market.