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PRESS RELEASE

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idX Introduces MagnIQ® At GlobalShop *Revolutionary UK Display System Makes U.S. Debut at Booth #4023*

ST. LOUIS, MO – idX Corporation, a worldwide leader in fixture manufacturing, logistics and project management for the retail, financial, hospitality and point-of-purchase markets, will introduce MagnIQ® to the U.S. market at GlobalShop (Booth #4023), March 18-20 in Chicago.

MagnIQ® is a revolutionary system that uses metal panels and specially designed display components bonded with high-powered weight-bearing magnets. The result combines the flexibility and load-bearing attributes of slatwall with the sophistication and beauty required by designers today.

“Without a doubt, MagnIQ is the most simple and flexible display system available today,” said idX Executive Vice President, Strategic Business Development Mark Pritchard. First developed and marketed in the UK by leading display company Rare Basic, MagnIQ® is now manufactured and sold by idX Corporation under license in the U.S., Canada and China.

Many of the UK’s major retailers, including Austin Reed, Next, Asda, New Look and Principles, have begun using MagnIQ® for their merchandise display requirements. Since its debut in 2006, MagnIQ® has won 11 major industry awards, and was a finalist in the 2007 British National Business Awards.

MagnIQ® is based on metal panels in a wide range of finishes that can be painted or covered with graphics, fabric or wallpaper. Components can be re-arranged or changed instantly and infinitely without drills, screws or hammers, leaving no damage to the panel surface. The ease and speed with which components are re-arranged also can result in significant labor cost savings.

MagnIQ® display panels can support extremely heavy merchandise—weighing as much as 50 pounds—with some installed versions supporting weights over 150 pounds.

In the past year, numerous new components have been developed, and the collection now includes multi-use fixtures with applications for almost every design market sector, from hotels and offices to art galleries and museums.

About idX Corporation

With 20 years of experience, idX Corporation is a worldwide leader in fixture manufacturing, logistics and project management for the retail, hospitality and financial markets. To meet the needs of global customers, idX has eight facilities and offices worldwide housing more than 1,500,000 square feet of manufacturing and warehousing space, and 1,000 dedicated idX employees. idX’s portfolio reflects some of the best-known names in retail, hospitality and finance: Levi’s, Ralph Lauren, Microsoft, Marriott Corp., Tommy Hilfiger, Express, Starbucks, CitiGroup, Calvin Klein, Charles Schwab, Bed, Bath & Beyond, Old Navy, Discovery Channel, Niketown, Michael Kors and John Varvatos. For more information, visit www.idxcorporation.com.

About Rare Basic

Rare Basic is a London-based display solutions company specializing in mannequins and display accessories in addition to MagnIQ®, the revolutionary magnetic wall system. The company offers a diverse and unique range of visual merchandise products, along with professional and skillful service. Rare Basic customers include designers, stylists, architects and visual concept team buyers responsible for specifying display equipment within fashion, accessories, homeware and lifestyle for major retail groups. For more information, visit www.rarebasic.com or www.magniq.com.