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PRESS RELEASE

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idX, GETTYS partner to offer hospitality industry solution *GETTYS ONE is a single-source, fully integrated design and implementation solution for hospitality clients*

ST. LOUIS -- Two leaders in their respective industries have joined forces to create the first-ever single-source hospitality industry project implementation solution.

GETTYS ONE, a comprehensive project solution designed by GETTYS and powered by idX, provides an entire project implementation solution with a single contract and point of contact, offering hospitality clients relief from the typical project headaches involved with coordinating multiple vendors.

The companies behind the solution are among the industry's most respected -- GETTYS, a leading global hospitality design, procurement, branding and development firm, and idX Corporation, the preeminent manufacturer of consumer environments.

Under GETTYS ONE, custom design is provided by GETTYS, with implementation -- including procurement, architect-of-record, permitting, construction, logistics and installation -- provided by idX. All services are warranted and are under a single contract and point of contact, leaving the client free to focus on their hotel operations.

"GETTYS ONE is all about one simple solution," said Roger Hill, chairman and CEO of GETTYS. "The property owner will only need to keep one phone number handy and sign only one contract. The owner escapes the confusion, complications and finger-pointing that so often accompanies work with multiple contractors."

GETTYS ONE is a unique multidisciplinary approach including procurement, logistics, construction and installation. It not only provides a custom design solution for each project, but sensitivity to the guest experience, brand approvals and pricing guarantees.

"Both idX and GETTYS have a reputation for timely, professional and guaranteed service," said Terry Schultz, CEO of idX Corporation. "With this new partnership, the two companies are demonstrating a bold, visionary solution to one of the industry's most common challenges."

The first GETTYS ONE project, the Hampton Inn lobby in Milwaukee, Wisconsin, will be complete in December 2011.

To learn more about GETTYS ONE, please visit www.gettysone.com.

About idX Corporation

idX Corporation, the preeminent manufacturer of consumer environments, offers superior craftsmanship, comprehensive technical capabilities, world-class project management, and turn-key retail services - the complete solution for the retail, hospitality, financial and point-of-purchase markets. To meet the needs of global customers, idX has facilities and offices worldwide housing nearly 2,000,000 square feet of manufacturing and warehousing space, and 700 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality and finance: Guess?, Clearwire, Levi's, Ralph Lauren, Microsoft, Marriott Corp., Tommy Hilfiger, Express, Starbucks, CitiGroup, Calvin Klein, Charles Schwab, Belk, Old Navy, JCPenney, TJX, Hanes Brands, T-Mobile, Kroger, Chico's and Michael Kors. For more information, visit www.idxcorporation.com.

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