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PRESS RELEASE

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idX Launches Green Product Challenge At GlobalShop

ST. LOUIS, MO – idX Corporation (GlobalShop Booth # 4023) has announced a major national awards program recognizing outstanding new eco-friendly retail store interior products or design solutions.

The idX Green Product Challenge will be open to all exhibitors at [GlobalShop 2008](#), March 18-20. Products and design solutions entered in the competition will be on display at the idX Green Product Showcase at GlobalShop. The winning product will be selected by show attendees--retailers, consumer products companies and retail store design firms—through interactive voting kiosks at the show.

The company submitting the winning product will be honored at the A.R.E. [Retail Design Awards](#) celebration on March 18 during GlobalShop. The award, valued at \$10,000, will include advertising recognizing the winning company's contribution to sustainable retail environments and a donation to the environmental group of the winner's choice.

"idX has begun taking significant steps to lessen our impact on the environment," said idX CEO Terry Schultz. "But we understand there is a massive amount of progress that must be achieved very quickly, and the challenge is too big for one company to tackle alone. We chose to take a leadership role by committing significant resources to encourage other companies in our market to join the green movement."

Doug Hope, Group Vice President of Retail Design at Nielsen Business Media and GlobalShop Founder, said idX's environmental leadership will provide companies of all sizes the opportunity to be in the spotlight. "By recognizing outstanding eco-friendly products, idX will bring the industry's attention to the best solutions, many of which may be very new to the market," he said. "At the same time, much-needed financial support will be provided to a worthy environmental cause."

The inclusion of the idX Green Product Award in A.R.E.'s Retail Design Awards program is a timely addition to the industry awards line-up, said A.R.E. Executive Director Klein Merriman. "Our Retail Design Awards recognize the best in store design, store fixture design, and visual presentation," he said. "We're pleased to also recognize the growth of the green movement in retail environments by including the Green Product Award presentation as part of our Retail Design Awards celebration."

GlobalShop exhibitors may enter the idX Green Product Challenge at www.GlobalShop.org. All entries will be posted on the website prior to the show, and attendees may vote for their favorite products at the idX Green Product Pavilion on March 18.

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.

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