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PRESS RELEASE

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Impressions Marketing Group Becomes part of idX

ST. LOUIS--idX Corporation, the preeminent manufacturer of consumer environments based in St. Louis, MO, has signed an agreement with Impressions Marketing Group, adding the Lorton, VA-based company's capabilities to the idX portfolio.

Impressions was founded in 1981, by current President and CEO, Rick Gerber, as a graphics company. He later expanded it into a custom fixture and décor business.

Graphics and specialty woodworking are housed at the 110,000-square-foot Virginia facility. In Washington, NC, a 400,000-square-foot plant specializes in high production panel processing, producing stock, semi-custom, custom and rollout fixtures. An account management and distribution facility is located in Stockton, CA.

"idX has an excellent reputation, and they share our passion for unparalleled customer service delivered with entrepreneurial spirit," said Rick Gerber. "idX will now be able to offer their clients store décor and graphics while Impressions' customers will benefit from the manufacturing, distribution and importing prowess from a leader in the Retail Environment industry."

Gerber and Impressions MIS Director, Terry Phillips, will assume key management roles with the new division, with specifics still to be determined. Dave Mueller, Executive Vice President and General Manager of idX Dayton, will also assume a management role in the division, in addition to his current responsibilities.

"The addition of Impressions further enhances idX's North American footprint," said idX CEO Terry Schultz. "It also introduces new décor capabilities to broaden the portfolio of solutions we can provide our customers."

With the new division, idX now offers the market nearly 3 million square feet of manufacturing/warehousing capacity and nearly 1,500 employees in 15 cities around the globe.



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 permanent point-of-purchase markets. To meet the needs of global customers, idX has facilities and offices worldwide housing close to 3 million square feet of manufacturing and warehousing space, and nearly 1,500 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality and finance: Guess?, Ann Inc., Fossil, Dell, Clearwire, Levi's, Ralph Lauren, Microsoft, Marriott Corp., Hilton, Tommy Hilfiger, Ascena Retail Group, Starbucks, CitiGroup, Calvin Klein, Belk, Old Navy, JCPenney, TJX, Hanes Brands, Dillard's, Estee Lauder Companies, T-Mobile, The Body Shop, Kroger, Chico's and Michael Kors. For more information, visit www.idxcorporation.com.