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PRESS RELEASE

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idX Launches Major Green Retailing Initiative

Leading Store Fixture Firm Will Honor Best Green Product With New Industry Award

ST. LOUIS, MO – November 1, 2007 – idX Corporation announced today that it has launched a major environmental initiative promoting sustainable retail environments. A key component of this initiative is the introduction of a significant 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 [NASFM 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 the NASFM's Retail Design Awards program is a welcome addition to the industry awards line-up, said NASFM Executive Director Klein Merriman. "NASFM's 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 idX-sponsored Green Product Award presentation as part of our Retail Design Awards celebration."

A Corporate Commitment

idX's decision to take a leadership role in the sustainable retail movement grew out of the company's internal commitment to the environment, marked by the following actions:

- Working with its suppliers to require that they send raw materials and component parts using packaging that can be recycled and/or re-used.
- Encouraging clients to utilize eco-friendly materials in their fixtures.
- Improved video conferencing capabilities to reduce air travel.
- More than a 50% reduction in landfill tonnage, with an objective to reduce it by 90% by 2009. idX employees who do not have recycling service are asked to bring their recyclables to work.
- All lighting has been changed out with energy efficient light bulbs.
- Bottled water has been replaced with a water filtration system to eliminate waste.
- Plastic utensils and Styrofoam cups are no longer used.

In idX's new Seattle facility, the company has taken even more aggressive steps:

- Installed energy efficient lighting with motion detecting switches, saving over 200,000 kilowatts of power annually.
- Installed 130 energy efficient skylights to reduce need for electrical lighting.
- Installed a high efficiency air compressor, saving over 125,000 kilowatts of power annually.

"This is not an initiative that is going to lose steam. This is not the hot topic of the month. This is a lifestyle change," said Schultz. "We know there is much still to be done, but we're committed as a company and as individuals to succeed—and to make a difference for generations to come."

Entries will be accepted in the idX Green Product Challenge beginning in mid-December at www.GlobalShop.org, and will be posted on the website prior to the show.

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.