



FOR IMMEDIATE RELEASE

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GELBERG SIGNS BROADENS SERVICES; REBRANDS AS THE GELBERG COMPANIES

*Washington, D.C. Based Sign Manufacturer Now Includes Among its Services
Promotional Products, Express Sign Services and Green Lighting Solutions*

Washington, D.C. (October 18, 2010) — Gelberg Signs, one of the mid-Atlantic region’s leading sign companies, today announced an expansion of its core business into four separate business units: Gelberg Signs, Gelberg Signs Express, GSI Specialties and Project Go Greenlight. All business units will operate under a new umbrella name of: **the Gelberg Companies**.

“In an economy when many businesses are pulling back, we have identified several opportunities for expansion into complementary business lines,” noted Guy Brami, principal of the Gelberg Companies, along with his brothers Luc and Neil. “ Our entry into energy-efficient commercial lighting and quick turnaround sign production is in direct response to growing needs among our client base, and we expect this expansion will help us serve our current and future clients even better.”

Effective today, the new business units include:

- **Gelberg Signs:** The most established unit within the Gelberg Companies, in business since 1941, the full-service sign company will continue to provide a vast menu of sign offerings including custom design, production, installation and maintenance primarily for large commercial and government clients.
- **Gelberg Signs Express Online Store:** For off-the-shelf standard signs, including ADA compliant signs, safety signs, traffic control signs, banner and tradeshow displays, this express online store includes thousands of sign products ready to ship in most instances the same day.
- **GSI Specialties:** Since 2007, this division of Gelberg Signs has offered a wide variety of promotional and specialty products, including custom logo apparel, tradeshow and event materials, awards and corporate branded items.
- **Project Go Greenlight:** The newest business unit within the Gelberg Companies’ umbrella, Project Go Greenlight opens a brand new vertical unit for Gelberg Signs. Project Go Greenlight is offering energy efficient lighting and lighting controls for commercial spaces. Gelberg Signs will also be the sole American assembler of the T5 Retrofit fluorescent lighting product—just one of their products which can help commercial businesses and government agencies save up to 50 percent on lighting energy costs.

All business units will operate out of the Gelberg Signs’ current headquarters, a 50,000 square-foot manufacturing facility in northwest Washington, D.C. Additional hires are expected within at least two of these business units.

About the Gelberg Companies:

The Gelberg Companies, inclusive of Gelberg Signs, Gelberg Signs Express Online Store, GSI Specialties, and Project Go Greenlight, is one of the region’s leading designers and fabricators of commercial signage, express signs, promotional and specialty products and energy efficient lighting options. Founded in Washington, D.C. in 1941 by William P. Gelberg, Gelberg Signs was purchased by the Brami family—brothers Guy, Luc and Neil—in 1988, after their father, Georges Brami, spent his career with the company. The company operates from a 50,000-plus square-foot manufacturing facility in Northwest Washington, D.C., and includes among its clients several government agencies, as well as Marriott, ARAMARK, AARP, The D.C. Convention Center, HMS Host, and Nationals Stadium. The Gelberg Companies is designated as a Certified Business Enterprise (CBE) within Washington, D.C. For more information, visit www.gelbergsigns.com.

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