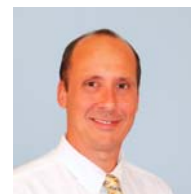


PRESS RELEASE

Point-of-Purchase Advertising Agency Henschel-Steinau, Inc Announces Sale to Employee Investor Group



Gary Forman Named President/CEO, Mike Luberto Named Executive Vice President of Creative Services



Englewood, N.J., July 31, 2008

Henschel-Steinau, Inc., a premiere designer and manufacturer of in-store displays and merchandising, has announced that the 49-year-old firm has been sold to a group of eleven employee investors. The announcement was made today by H. Aaron Henschel, Henschel-Steinau President/CEO.

"Many of the employees who have helped make Henschel-Steinau one of the most respected names in the point-of-purchase advertising industry now hold a piece of equity in the company, ensuring that the organization will continue to thrive and grow for the next fifty years and beyond," said Henschel in making the announcement today. "The group of eleven employees, who now own shares of the company, represents a wide range of expertise from sales to design and production."

"This past year has been a banner year for the company, with the success of our displays for the national launches of Zyrtec and Listerine Whitening Strips and the continued growth of our EcoPDQ® and EZ Load® shelf management products, to name just a few. Many of the new shareholders have been with the company for more than a decade, some for 30 years. This allows many of those responsible for our ongoing success and growth to have a vested interest in the business going forward," Henschel added.

Effective immediately, Gary Forman has been named President/CEO of Henschel-Steinau. Forman, who joined Henschel-Steinau more than 35 years ago, was most recently Executive Vice President of Sales.

Michael Luberto has been named Executive Vice President of Creative Services. Luberto joined the firm more than 25 years ago in the design department and was most recently Vice President/Creative Director.

Effective with the sale, Henschel will step down as President/CEO, a position he's held since 1970 to consult on strategic business development initiatives including the growth of the successful patent-pending EZ Load shelf management system.

"Henschel-Steinau was built as a service oriented organization that always treats clients, suppliers and fellow employees with professionalism and respect in every aspect of our business. The word 'partnership' is important in everything we do," said Forman. "That will remain at the core of our corporate philosophy as we continue to grow the business," he added.

"Henschel-Steinau has a reputation for outstanding design, competitive pricing and service that is second to none," said Luberto. "Our philosophy of building long term relationships that are mutually beneficial to all parties concerned will continue as we expand our product offerings and client base."

About Henschel-Steinau, Inc.

Located in Englewood, NJ, Henschel-Steinau, Inc. is recognized as a leading producer in the point-of-purchase advertising industry. Since 1959, Henschel-Steinau has been an award-winning designer and manufacturer, working in all materials and combination of materials, to provide point-of-purchase displays & contract packaging services to major consumer goods marketers and retailers, including many national Fortune 500 companies.