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**POP DISPLAYS USA JOINS HUDSON VALLEY FOOD & BEVERAGE ALLIANCE
AS A FOUNDING MEMBER**

Merchandising company contributing to efforts to boost Hudson Valley industry

NEW WINDSOR, N.Y. (March 19, 2012) – POP Displays USA, a Yonkers-based company that specializes in point of purchase displays and merchandising systems, has joined the Hudson Valley Food & Beverage Alliance as a founding member.

POP Displays USA offers its clients a strategic, consultative approach that applies in-depth discovery as well as shopper and retailer insights to create value-added solutions that can be affordably executed and vertical integration with flexibility to move between domestic and offshore production to control cost, quality and speed to market. They have extensive experience developing and managing large, complex programs in a variety of retail environments.

The Food & Beverage Alliance focuses on helping food and beverage companies in the region work together as strong partners and market their products all over the United States. Launched by the Hudson Valley Economic Development Corp. (HVEDC), the organization includes food businesses, farmers, vegetable growers, beverage makers, distributors and other organizations in the industry.

“We are very happy to join the Food & Beverage Alliance as a founding member, as we feel that this organization has a very important mission here in the Hudson Valley,” said Scott Katcher, Senior Vice President of Corporate Development and General Counsel for POP Displays. “Our region has a strong presence in this industry, and the Alliance will help to boost its profile nationwide. It is our goal to contribute in whatever ways we can so that this group is successful in all it takes on.”

With its strategic approach to each of its projects, POP Displays has a comprehensive process that includes thorough research and audits. The company has more than 50 years of experience in working with a variety of industries, including cosmetics, electronics, and a variety of consumer products companies as well as a variety of well known retailers and specialty stores.

“POP Displays is a highly reputable company in our area that has had a tremendous amount of success in merchandising across a wide range of industries, including the food and beverage sector,” said Mike Oates, President and CEO of the HVEDC. “We feel that they will bring a lot to the table when it comes to advancing the goals of the Food & Beverage Alliance and all of its member organizations.”

About POP Displays USA: POP Displays USA is an integrated manufacturer of point-of-purchase displays focused primarily on permanent and semi-permanent displays and merchandising systems for retailers and consumer product goods companies. POP Displays USA designs, engineers and manufactures and sources wall units, category management solutions, counter units, floor stands, kiosks, testers, and window displays and is involved in all phases of product design, production, and logistics. For additional information visit our website at www.popdisplaysusa.com

About Hudson Valley Economic Development Corporation (HVEDC): HVEDC represents seven counties in Hudson Valley. This public-private partnership markets the region as a prime business location to corporate executives, site selection consultants and real estate brokers. HVEDC also helped start the branding and promotional effort for NY BioHud Valley. For more information on Hudson Valley Economic Development Corporation or to review available business sites, visit www.hvedc.com or call CEO Mike Oates at 845-220-2244.

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