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**POP Displays Named one of the Top 50 P.O.P. Companies**

Yonkers, NY (May, 2012). POP Displays was again named in the Top 50 P.O.P. Companies by Creative Magazine for the 10<sup>th</sup> consecutive year and ranked in the top 10. The recognition is based total revenue and gives an indication of each company's scale and scope within the industry.

"In-store merchandising is increasing becoming an even more important venue to communicate and reach shoppers. We are pleased to again be ranked in the top 10 in our industry. In fact, for each of the past nine years, we have ranked in the top ten," said Joe Berzok, Senior Vice President of Sales at POP Displays.

The feature story describes POP Displays being differentiated by their 1) strategic consultative approach that applies in-depth discovery and shopper and retailer insights to create value-added solutions that can be affordably executed, 2) vertical integration with flexibility to move between domestic and offshore production to control cost, quality and speed to market and 3) sophisticated infrastructure to manage large, complex programs.

Creative Magazine is a publication that focuses on in-store merchandising with news and product information on displays, exhibits and sales promotion material.

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