



Diam International Celebrates its 50th Anniversary

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Diam International, a leading retail merchandising solutions provider, celebrates its milestone 50th anniversary this year. In a business where companies often lack longevity, Diam has endured and built its business on solid client relationships.

In 1953, Gerald Yablans was a display broker with a few clients in the beverage industry and a business philosophy destined to grow his small business. Yablans reinvested nearly every cent he earned building POP Displays to purchase equipment and become a full service provider. He believed that success would be based on controlling the process from beginning to end. Meanwhile, in France, Yvon Poullain followed in his father's footsteps and started working with plastics and created Diam in 1973. On a similar path as Yablans, Poullain recognized the need for vertical integration and quick turnaround times. Both Yablans and Poullain knew that by providing service they could create a superior end product, eliminate the complications inherent in dealing with multiple brokers, improve speed to market and generate cost savings.

These two companies, with similar corporate cultures and strong leadership, were brought together by Heritage Partners, a private equity firm specializing in acquiring family-owned companies, in 2000 and now comprise the largest vertically integrated global retail merchandising solutions provider in the world. The collective vision of Jerry Yablans and Yvon Poullain are carried forward in Diam International, enabling the dream to become a reality.

Bill Ecker, CEO, observes, "I am delighted to be able to celebrate our 50th anniversary. This is a celebration of a great global company with a very bright future. As a global single source provider, we offer a range of services from strategic analysis through design and manufacturing to installation, providing first class, consistent merchandising solutions anywhere in the world."

Diam International operates in the U.S. with Diam USA providing merchandising solutions and FieldFlex USA handling installation. Diam Europe and FieldFlex Europe operate out of France. Diam has 2500 employees worldwide, with 780 in the New York Metro area.



About Diam International

Diam International is the leading retail merchandising solutions provider in the world. It is unique as a vertically integrated, single source supplier with a global scope and an unparalleled range of services, including strategic analysis, opportunity identification, creative design, engineering, manufacturing, distribution, logistics, installation, maintenance and program analysis. It services clients in industries such as cosmetics, fragrance, electronics, software, and photography. Diam International is located at 26-45 BQE West in Woodside, New York and can be reached at 718-278-4300 or contact@ny.diam-int.com. Additional information is available on its website at www.diam-int.com.