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**POP Displays in Joint Venture Agreement with Aleja Manufacturing**

New York, NY – August 3, 2015 – POP Displays, a leading retail merchandising solutions provider, has established a business agreement with Aleja Manufacturing in which Aleja will represent POP Displays with select strategic customers.

POP Displays is one of the Top Ten largest merchandising companies in the US with a 500,000 square foot vertically integrated facility in New York and robust import capabilities. Aleja Manufacturing has over 30 years' experience in permanent display, packaging and promotional solutions.

Marc Niederman owner of Aleja Manufacturing observes, "We are well known among Fortune 100 companies and we welcome the breadth and depth that POP Displays brings." Joe Berzok, EVP at POP Displays adds, "We are enthusiastic about this collaborative venture and how we can both better service the needs of clients."

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## ABOUT POP DISPLAYS

The POP Displays tagline is “Expect more than displays”. They are differentiated by their 1) strategic, consultative approach that translates shopper and retailer insights into 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 structure to develop and manage large, complex programs. They specialize in custom permanent and semi-permanent displays.

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