



POP Displays Reorganizes to be Poised for Future Growth

16 August 2006

POP Displays announced a plan to restructure its organization, reduce staff and place greater emphasis on its customers. POP finds it necessary to reduce costs in order to position itself to drive future growth.

Sun Capital Partners, the new owners of POP Displays, is committed to building POP into a world-class retail merchandising solutions provider. As investors, they only seek out companies holding the #1 or #2 market position with potential for future growth. In order to fully realize that potential, fundamental changes are needed.

POP has carefully targeted staff reductions to avoid impacting customer service or compromise the quality of its operations. Changes will be implemented with as little disruption to the business as possible. In order to provide the best service possible, POP's restructuring aligns the needs of its customers to the appropriate staffing needed.

Expenditures will be cut by increasing span of control, simplifying reporting structures, restructuring functions and eliminating redundancies. We are confident that these changes will result in more efficient operations that will benefit our clients. Staff cuts will be implemented with maximum respect and attention to the welfare of our valued employees.

With these tough choices, POP is able to effectively streamline its organization and invest in areas that will further improve performance.

About POP Displays: POP Displays is a leading retail merchandising solutions provider for custom displays, interactive solutions requiring power and security and complex merchandising programs. POP Displays has over 50 years experience working with retailers and marketers. As a turnkey operation, it controls the entire process from design through production and post-shipment project management, removing complexity and cost.