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BRANDPARTNERS' COMMUNITY BANK SERVICES ACQUIRED

Identity Group acquires select assets and hires key BrandPartners' employees to continue servicing community bank clients

(May 11, 2010) With the acquisition of select assets and the retention of key personnel, Identity Group is now serving the community financial services market previously managed by BrandPartners.

BrandPartners, which closed its doors on April 16th, was an industry leader in designing and implementing retail environments for financial service companies. Identity Group is a leader in the design and production of visual identity products including interior and exterior signage, fixtures, displays, promotional signage, business stationery, and name badges serving the hospitality, healthcare, and retail markets.

Identity Group President and CEO Patrick Spear commented "Identity Group's expansion into the community financial services market is a natural move for us. We understand signs and design, and our Kaizen and lean manufacturing initiatives provide our clients with the best possible products and services. By acquiring these BrandPartners' assets and associates, we will continue the high standards that they built their business on. Our capabilities will allow us to better serve the industry by creating a complete resource for community banks where we can do everything from merchandise their branches to provide their business cards."

Former BrandPartners associates joining Identity Group include Rob Small, a 10+ year industry veteran, who will manage key accounts, market development and analysis services. Patti Bungard will serve clients as Project Manager and Jim Maxwell will lead product development, technical services, and infrastructure. The team will remain in the Rochester, New Hampshire area and report to Andy Weber of Identity Group's Retail Environments Division.

Said Spear, "We look forward to continuing the good work of the team with our vendors and strategic partners, including other BrandPartners' alumni."

Since 1957, Identity Group has focused on innovating client-centric identity standards to help businesses everywhere STAND OUT.

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