



FOR IMMEDIATE RELEASE

Contact: Carrie Fox/301.585.5034
carrie@cfoxcommunications.com

Mark Guenther Joins Gelberg Signs; Brings Business Development Expertise to GSI Specialties

Washington, D.C. (April 30, 2009)— Gelberg Signs, the Mid-Atlantic region’s premier designer and fabricator of commercial signage, today announced the appointment of Mark Guenther to Director of Operations for GSI Specialties, the company’s promotional products division.

Guenther has over a decade of experience as principal and publisher of Aviance Marketing, a marketing and design firm specializing in the lesbian, gay, bisexual and transgender (LGBT) niche. There, he developed and directed all aspects of the start-up niche market as well as built strategies to identify and close new business opportunities. Most recently, Guenther worked as Director of Sales and Marketing for the Washington Blade, the oldest LGBT newspaper in the United States and the second largest by circulation. There he managed the sales and marketing staff, as well as created and executed marketing and business development initiatives.

In his role at Gelberg Signs, Guenther will build GSI Specialties’ portfolio of regional and national clients, as well as head the company’s new incentive program. The “Promo Dollars” Program allows clients to earn Promo Dollars in the amount of 1 percent of the total value of their contract. Each Promo Dollar is equal to one dollar of purchasing power, therefore, the greater the contract with Gelberg Signs, the more Promo Dollars earned with GSI Specialties. They can then be used to shop for promotional items such as branded pens, lapel pins, mugs, banners, apparel, as well as thousands of other promotional and specialty branded items.

With 60-plus years of experience behind it, GSI Specialties has the leadership, know-how and creativity to make any company’s promotional product order a success. Using a vast network of suppliers, GSI Specialties has thousands of custom products that are cost effective ways to improve traffic at trade shows, motivate staff, thank a customer, target new customers, and increase brand awareness, among others. GSI Specialties has thousands of product categories for companies to choose. For more information, visit www.gsispecialties.com.

About Gelberg Signs:

Gelberg Signs is the Mid-Atlantic region’s premier designer and fabricator of commercial signage. Founded in Washington, DC in 1941 by William P. Gelberg, the company was purchased by the Brami family—brothers Guy, Luc and Neil—in 1988, after their father, Georges Brami, spent his career with the Company. From a 50,000-plus square-foot manufacturing facility, Gelberg Signs produces an array of exterior and interior signs, canopies, building Identification, menu boards, dimensional lettering and electrical signs for companies including Marriott, ARAMARK, AARP, Sodexo, Rappaport Mgmt. Co., HMS Host, and Nationals Stadium. For more information, visit www.gelbergsigns.com.

###