



## Houston-based Sign-Ups and Banners Acquires Competitor, Expands Customer Base

HOUSTON—Wednesday, March 9, 2011 — **Sign-Ups and Banners Corp. announced the acquisition of Innovative Sign Works as an asset purchase agreement, effective February 14, 2011.** Sign-Ups will remain at its central Houston location, while expanding its customer base into market segments that are strategic to the continued growth of the sign business.

Both sign companies are Women's Business Enterprise (WBE) certified and both offer a strong history in the sign business. Innovative Sign Works has been in business for 17 years, while Sign-Ups brings 22 years of industry experience.

"I admire the incredible initiative and strong dedication to customer service that Janet and Robert Featherston deliver to their clients, which is why I sold my business to Sign-Ups and Banners," said Megan Ferraz, former president of Innovative Sign Works. "They are dedicated to providing outstanding signs and marketing materials and they go above and beyond to provide their clients with what they need when they need it. I know that my clients will be well taken care of by Janet and Robert and their staff."

"We are excited about the opportunity that this acquisition presents," said Janet S. Featherston, president of Sign-Ups and Banners Corp. "We promise to continue our focus on customer service and high quality products for old and new customers." Featherston also added that Sign-Ups will deliver orders throughout greater Houston.

### **About Sign-Ups and Banners Corp.**

Sign-Ups is a full service sign, banner, marketing and promotional products company. In the sign business since 1990, it has its own production facility in central Houston. Products include signs, banners, lettering services, site maps, floor graphics, decals and labels, vehicle wraps and much more. The Sign-Ups team prides itself on its dedication to customer service and quality products. For more details, please call 713-682-7979 or visit [www.SignUpsandBanners.com](http://www.SignUpsandBanners.com).

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