

NEWS RELEASE

For immediate release: October 17, 2011

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2011 SIGN DESIGN CONTEST WINNERS NAMED

DANBURY, WI - The Wisconsin Sign Association has represented the professional on-premise sign industry of Wisconsin since 1970. Each year, the Association holds a prestigious contest to recognize Wisconsin's leading sign companies and their professional designers. The winners represent the finest sign designs that undoubtedly make an impact to communities across the State. This year, WSA received 68 entries for our 11 sign design categories. Should you wish to print any or all of the following signs, please contact our Communications Department for the digital artwork (no charge).

TOM DERSE "BEST OF SHOW" AWARD



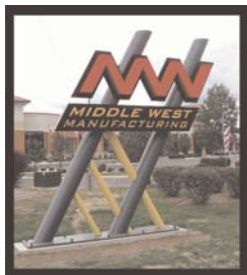
**Miller Park Brewer's
Scoreboard
Poblocki Sign Company
Designer: Jeff Harding, Milwaukee
Brewers; Nat Stein, Uihlein Wilson
Architects; John Boos,
Poblocki Sign**

DESIGNER'S CHOICE AWARD



**"Willis Tower - Chicago, IL"
Category: Directional/Wayfinding
Poblocki Sign Company
Designer: Greg Moerner**

PYLON



**1st Place
"Middle West Manufacturing"
Lemberg Sign & Lighting**



**2nd Place
"JKL Schools"
Cook Sign Services**

MONUMENT



**1st Place
"Neuroscience Group"
Appleton Sign Company**



**2nd Place
"Bullard Children's Dentistry"
RLO Sign**

-MORE-

NON-ILLUMINATED



1st Place
"Soul to Sole Building Facade"
TLC Sign



2nd Place
"New Life Church"
Appleton Sign Company

DIRECTIONAL/WAYFINDING



1st Place
"Willis Tower - Chicago, IL"
Poblocki Sign Company



2nd Place
"Froedtert Campus Wayfinding"
Appleton Sign Company

VEHICLE



1st Place
"Elmbrook Humane Society
Vehicle Graphics"
Innovative Signs, Inc.

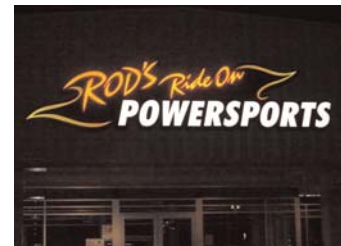


2nd Place
"Festival Foods Trailer Wrap"
Ron Kemmel Design

INDIVIDUAL LETTERS



1st Place
"Fresh Healthy Eatery
& Juice Bar"
Lemberg Sign & Lighting



2nd Place
"Rod's Ride On"
LaCrosse Sign Co.

UNIQUE (NEON/LED/SCULPTURAL)



1st Place
"Wertz Neon Sign"
Badger Display Sign Co., Inc.



2nd Place
"Literacy Services - Milwaukee"
Poblocki Sign Co.

INTERIOR IDENTIFICATION



1st Place
"Warehouse No. 1
Directory Sign"
Innovative Signs



2nd Place
"Red Shoes PR Interior ID"
Appleton Sign Co.

MURAL/BANNER/AWNING/DIGITAL



1st Place
"City Year - Downtown Milwaukee"
Poblocki Sign Co.



2nd Place
"Vince Lombardi Wall Mural"
Appleton Sign Company

SILLY SIGNS



1st Place
"File TiM"
Lemberg Sign & Lighting



2nd Place
"File Chad"
Lemberg Sign & Lighting

Judges for this year's contest were: Tina Raasch-Prost, ASID, *Keestohn Interiors*;
Jenny Schrank, *Jenny S. Rebholz, LLC* and Debi Zeinert, *The Blooming Quill*