



For Immediate Release

Jessup Acquires PVC Photoluminescent Technology

McHenry, IL, Jan. 9, 2007 -- Jessup Manufacturing Company, North America's leading manufacturer of non-slip and photoluminescent technology, announced today that it has completed the acquisition of General Vy-Coat LLC's PVC photoluminescent manufacturing technology and assets.

The acquisition of the PVC technology will enable Jessup to provide a total solution for customers seeking either photoluminescent polyester film or PVC film. Jessup's existing Glo Brite® line of polyester films revolutionized the way sign manufacturers produced photoluminescent signage with the introduction of a thin gauge films and a photoluminescent adhesive system.

"This acquisition puts us in a global leadership position in the manufacture and supply of photoluminescent film technology," said Robert Jessup, president. "It gives our customers more choices for different applications and strengthens our ability to supply a rapidly growing market that is expected to double in the next 5 years."

Thermoplastic technology offers several advantages, including improved printability with certain digital print methods, RF Sealing, thermal die-cutting and conformability, plus the ability to obtain very high glow characteristics necessary for UL Listed Exit signs. General Vy-Coat, Carlstadt, NJ, was a leading manufacturer of photoluminescent cast PVC films.

"Acquiring existing manufacturing knowledge is the quickest way for us to enter the market for photoluminescent cast PVC films. Customers will benefit from the 'Jessup Advantage' of choosing multiple types of photoluminescent films," said Michael Meegan, senior vice president of sales and marketing. "We will continue to seek additional opportunities within our area of expertise to maintain our leadership position."

For additional information about Jessup Manufacturing Company and the Glo Brite® line of photoluminescent films contact mmeegan@jessupmfg.com or phone 815-385-6650.

About Jessup

Jessup Manufacturing Company (www.jessupmfg.com) was established in 1956 and is a global manufacturer and supplier of pressure sensitive films, photoluminescent films and non-slip technology. The company's products are used in the building, transportation, printing and action sports markets.

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