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FOR IMMEDIATE RELEASE

New Exit Signs Offer Zero Energy Solution for Buildings Ecologically friendly & economically priced

McHenry, Illinois — April, 2008 — Jessup Manufacturing, North America's leading manufacturer of photoluminescent life safety products, has introduced its new line of zero energy exit signs. These eco-friendly exit signs consume no energy and need no maintenance. Leading the way is the new PM 100 which boasts a 100 foot viewing distance and has set a new standard in the energy efficient exit signage market.

"Ecologically, there is nothing more green and economical, they have no overhead costs," says Al Carlson, vice president of marketing. "With no wiring to run or bulbs and batteries to replace, our new Glo Brite® Eco Exit™ line of exit signs offers the easiest to install, least expensive and ecologically friendly exit signs for their buildings."

As buildings aim to become greener, exit signs are an easy decision in reducing carbon footprints. A building with 100 photoluminescent signs will save over \$3,500 a year in energy costs and reduce air pollution by almost a half a million pounds of CO2 compared to incandescent signs over the life of the product. Going green does not have to be expensive!

According to the Federal Energy Management Program, the best available exit sign product uses photoluminescent technology. Furthermore, the program directs federal agencies to not purchase incandescent light bulb or tritium exit signs and that facility managers should replace them immediately. Eco Exit signs are UL 924 Listed and are non-toxic so there are no disposal issues common with tritium signs that utilize radioactive materials.

With momentum continuing to build, Jessup is clearly the leader in eco-friendly, eco-nomically priced exit signage. “We offer the market the most choices, the best technology, and the highest value,” says Carlson. “The new models reflect our market-leading commitment to bring better and more affordable green solutions to the building market.”

About Jessup Manufacturing

Jessup Manufacturing Company (www.jessupmfg.com) was established in 1956 and is North America’s prime manufacturer of photoluminescent and site safety products. The company’s products are used in the building, transportation, printing and action sports markets.