



January 20, 2006

The team at LS Display Systems is pleased to announce that, effective immediately, we are merging with POP Displays Inc., our long-time marketing and distribution partner.

We are immensely proud of this synergistic union of two significant names in the display industry. The combined company, to be known as POP Displays, will continue to operate from its principle manufacturing and distribution center in Montreal, and from a West Coast sales office in British Columbia.

The current LS Displays team will be joined in our West Coast sales office by Bert Dubuc and Tara MacDonnell. Ken Murphy will continue to assist as an advertising and marketing consultant, while enjoying his semi-retirement. We will continue to offer the same great service and products at the same great value!

Please update your records to reflect the company's new name - POP Displays.

As always, if you have any questions, please do not hesitate to contact us or check out our website at www.lsdiscplays.com or www.pop-displays.com. We look forward to a very bright future together!

Sincerely,

A handwritten signature in black ink, appearing to read 'Joel Shalit', is written in a cursive style.

Joel Shalit
POP Displays
1-888-767-4887

P.S. Come see us at the Exhibitor Show March 6 - 8, 2006 in Las Vegas at booth #580. Click on or visit the link below to register for your **FREE pass** to the show. Be sure to **enter code #126** when asked to get your FREE pass.

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