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**WILSON.HURD®**

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## **PRESS RELEASE**

### **WILSON-HURD LAUNCHES NEW WEB SITE FOR ITS POP DISPLAY PRODUCT DIVISION**

*FOR IMMEDIATE RELEASE (10/20/09)*

Wilson-Hurd is pleased to announce that it has launched a new web site for its Point-of-Purchase (POP) Product division – [www.wilsonhurdpop.com](http://www.wilsonhurdpop.com). The new site features details on the company's large selection of custom POP display components and cosmetic appliquéés.

“Our new POP web site will be an excellent marketing tool for us to show companies the extensive line of possibilities that exist when partnering with us for their POP display requirements. Visitors to this new site will gain valuable education on our broad product line as well as be inspired about the creative solutions that we provide to our clients,” commented Tammy Landrath, Director of Marketing at Wilson-Hurd.

Wilson-Hurd's headquarters are in Wausau, Wisconsin with an additional manufacturing plant located in Berlin, Wisconsin. The company's Point-of-Purchase Product division produces custom designed POP display components including signage, electronic displays, logo plates, risers, bases, trim and cosmetic appliquéés. For further information, visit [www.wilsonhurdpop.com](http://www.wilsonhurdpop.com).

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