

Contact: Spencer Kalker
ImageCrafters Inc.
Phone 978-356-6260
spencer@imagecraftersinc.com
http://www.imagecraftersinc.com

10 Main Street
Lakeville, MA 02347
Ph: 508-947-0420
Fax 508-947-9660

ImageCrafters®
Lights • Chairs • Woodwork • Design

Press Release

ImageCrafters expands facilities, adds staff.

Lakeville, July 17, 2003 - ImageCrafters has completed the expansion of its headquarters in Lakeville, MA to include both new offices and increased warehouse space. Additionally, three new Sales and Marketing staff have been appointed.

Steve Kellogg will manage sales of IC Lights low voltage lighting systems. Steve brings a wealth of experience in operations and systems, most recently as a consultant to organizations installing SAP enterprise-wide software. One of his key goals is to simplify the specification and ordering of IC Lights.

Jon Weidman will handle sales of IC Chairs and IC Woodworks. Jon has an extensive background in sales, purchasing, and logistics, including 10 years of purchasing and customer service experience with NAD.

Carla Trejo has been appointed Marketing Assistant. Carla brings a background in both public relations and graphics, and will focus on product literature, marketing materials, and communications.

ImageCrafters is the exclusive distributor of IC Lights, IC Chairs, IC Woodworks, and THE WALL theater wall systems. The IC Design division provides store design, merchandising, and strategic planning services to leading AV Specialty Retailers.

Immediate Release