



Total Retail Solutions

FOR IMMEDIATE RELEASE

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**FFR-DSI ENTERS INTO A STRATEGIC REPRESENTATION AGREEMENT
WITH DAYMON WORLDWIDE**

TWINSBURG, Ohio (August 24, 2010) – FFR-DSI, Inc., a leading provider of retail merchandising solutions, announces their representation agreement with Daymon Worldwide, the world’s leading Private Brand and Consumer Experience Marketing expert. This agreement will allow Daymon to bundle their Private Brand capabilities with FFR-DSI’s merchandising hardware solutions to provide the complete design and rollout of new retail store fixtures, product merchandising and signage programs, as well as custom P.O.P. displays for Private Brands.

FFR-DSI President and CEO Stan Burson cited strong recent and anticipated Private Brand growth as the reason for the agreement, and said “We are very excited about this new agreement because of Daymon’s foothold in the market. Due to the sophisticated branding, eye-catching packaging, quality products and attractive price point, the Private Brand market will be an area for continued growth. To increase our market share in the Private Brand arena, we need partners with the technical and sales ability for long term success and Daymon will be a good fit for this partnership. FFR-DSI’s product merchandising and display expertise coupled with Daymon’s Private Brand position in the market makes this partnership a win-win situation for everyone.”

With almost 90 years of retail experience and the strength of both companies, this agreement will provide retail customers a one stop shop for their Private Brand product, marketing and merchandising needs.

About FFR-DSI, Inc.

FFR-DSI, Inc. leads the industry in providing Total Retail Solutions designed to increase sales, improve category management, limit shrink and reduce labor at the point of sale. These products include [merchandising](#) and [loss prevention](#) systems, [shelf-edge label holders](#), [sign and literature holders](#), [product merchandisers and fixtures](#), [smallwares](#), [display construction components](#) and more. FFR-DSI, Inc. offers start-to-finish solution delivery, including consultation, design, prototyping, production and fulfillment.

For more information, or to [request](#) a free 2010 *FFR-DSI YELLOW PAGES*® Catalog, call toll-free (800) 422-2547, or visit www.ffr-dsi.com.

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