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Press Release

Patented Display Frame System with Gravity Lock

Freeport, Long Island New York., May 15, 2008

Access Display Group, Inc., a leading designer and manufacturer of changeable signage display frame solutions for visual merchandising and visual communications, announced today that it has been granted Patent No. 7,360,330 by the U.S. Patent and Trademark Office.

The new utility patent, titled "Multi-purpose display frame with gravity lock," is a continuation of its first U.S. patent application approved in 1994. The addition of a gravity locking system to its popular line of display frames secures a front frame that swings-open and prevents it from opening without first sliding up the gravity lock rod. The lock, positioned behind the front frame, as are the hinges, is hidden from view. The result is an attractive, functional display frame, -that you can't tell swings open, and that allows rapid-change of posters, signs and dimensional items without taking the frame off the wall.

"The issuance of this patent expands and further enhances this display system, marketed and branded as 'Swingframe', and reinforces Access Display Group's leadership in providing the simplest, most versatile and changeable poster display and signage systems in the display fixtures industry," said Charles Abrams, president of ADG.

"Although we developed our own profile designs, we don't have to design frames from scratch to work with the system. Hundreds of wood and metal frame profiles, colors and finishes can be used that are readily available through numerous custom framing distributors. The versatility of the system allows easy customization with sizes and options that provide endless design possibilities for designers and architects," said Abrams.

Thousands of "Swingframes" have been distributed throughout North America. Customers in all industries have incorporated Swingframe's display solutions for their interior design projects. Small businesses to Fortune 500 companies; retail stores, financial, healthcare, hospitality, museums & exhibits, transportation facilities, sports and entertainment centers, schools and universities as well as government agencies and military facilities have purchased Swingframes.

"A significant part of our business comes from designers and architects. Because we can modify, customize and offer illuminated and lockable options, designers can incorporate many of the Swingframe products into their own display designs or as and add on" states Abrams.

The new patent applies to numerous Swingframe wall mount and floor stand displays, built by the company. These swing-open, frame and display products include: poster display frames, sign holders, poster stands, movie poster frames, shadow boxes, enclosed bulletin boards, changeable letter board directories, restaurant menu frames, backlit poster lightboxes and slim LED light boxes.

Visit our web site at <http://www.swingframe.com> to view a range of "Swingframe" display frames available, and for more product or corporate information.

This Swingframe Press Release Also Appeared in

• <http://screenweb.com/content/access-display-group-receives-patent>