



FOR IMMEDIATE RELEASE

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Signarama-Ankeny Adds Young Electric Sign Company (YESCO) Division

[Ankeny, IA]. . . Just one year after becoming the owner of Signarama in Ankeny, owner Kathy Evert announces the addition of another sign-related franchise to her operation – Young Electric Sign Company, or YESCO. YESCO, a 97 – year old company based in Salt Lake City, began franchising its electric sign and lighting service and repair business in 2011. YESCO Des Moines is the first and only franchise in the state of Iowa and one of now nearly 100 franchises in the country.

Evert said the YESCO model is a natural fit with Signarama-Ankeny and said several Signarama's around the country have added the YESCO franchise to their businesses. "YESCO adds the service piece to our business and helps us achieve our vision of being a one-stop sign company serving the Des Moines metro area.

We have a staff of 4 full time professionals and growing." Evert said she's been fortunate to attract a great team of professionals to her business this past year, including a graphic designer, a sign production and installation associate, a customer account specialist and, most recently, a sign and lighting technician. She said she has also added the tools and equipment, including a bucket truck, to produce, install and service her customers. This includes repairing electric signs and exterior lighting that are not working, retrofitting electric signs and lighting to LED, and maintaining a company's electric signs and exterior lighting through maintenance agreements. "We regularly patrol the metro area and identify what signs and lights are not working and then call the company to assist," Evert said.

Signarama-Ankeny and YESCO Des Moines is located in the Woodside Business Park on NE 14th Street; 1450 NE 69th Place, Suite 55 in Ankeny. Hours are Monday – Friday, 8:30 – 5:00; phone 515.216.1240, website www.signarama-ankeny.com and www.yesco.com/desmoines.

ABOUT SIGNARAMA

Signarama was founded in 1986 and is part of a successful system of business-to-business franchise brands and development services under the United Franchise Group. As part of the \$49-billion-plus worldwide sign market, Signarama has been at the forefront of the sign industry for more than two decades. For more information visit www.signarama.com.

ABOUT YESCO

YESCO, Young Electric Sign Company, has been serving the western United States since 1920. YESCO is one of the largest custom sign companies in the country. Since 1920, YESCO has set the standard for quality, innovation and service in the sign and lighting industry. Our mission is to provide customers with the highest quality service at the greatest possible value. In 2011, YESCO began to franchise its unique and proprietary business model across the remaining states and internationally. For more information, visit www.yesco.com.

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