

“DL Imaging™”, created as new division of Dekra-Lite Industries, Inc.

Large Format Printing For a Wide Variety of Applications!

IMMEDIATE RELEASE

SANTA ANA, CA., March 2, 2006 - Dekra-Lite Industries, Inc. announced the formalized new printing division, **DL Imaging**, that will encompass their custom digital banners, large format digital printing, printing on construction barriers, and vehicle wrap sales and operations.

“Top-quality products and services. That is what our customers have come to expect from Dekra-Lite, and this new division will help us specialize our energies to service this high-growth market”, commented Jeff Lopez, President and Founder of Dekra-Lite Industries, Inc.

Armed with a library of over 50,000 photographic images, DL Imaging has the ability to print custom messages on various substrates, from mesh window adhesive to mall walls and construction barriers.

In addition, Dekra-Lite has hired Lisa Marie Swearingen, National Sales Director, to generate new business within untapped categories.

Dekra-Lite has become one of the largest exterior holiday décor companies of its kind in the United States. For 19 years they have been the decorator of choice for some of the largest commercial properties, cities, amusement parks and malls from New York to Los Angeles. They have been fabricating and installing banners for municipalities, large events and the shopping center industry for the past 9 years.

Contact: Dekra-Lite Industries

Lisa Lovell, Marketing Manager

714-436-0705

lisal@dekra-lite.com

www.dekra-lite.com

#end#

