

NEWS RELEASE*For Immediate Release*

A BUSINESS GROWS IN ROCK HILL*Entrepreneurs Mike and Carol Kivi Find No Signs of Recession*

Rock Hill, SC, (May 12, 2009) Mike and Carol Kivi knew from the beginning that nothing in their business efforts deserved a celebration more than their Grand Opening. They wanted their Big Day to create an image of their company that would last for years; they knew they had all the experience, training, creativity and business acumen between them to make it a truly memorable event. They just couldn't find the time!

From the moment the Kivi's found the Sign Biz corporation (Dana Point, CA) for a non-franchised system to open their new sign shop, and signed their lease at 1445 Cherry Road, in Rock Hill, South Carolina, people started showing up at their new place of business. As soon as the phone was installed, it began ringing. While Mike was still building the shop's production tables ("Oh, Mike can build anything!" says his wife Carol) their first clients were standing across the front counter (Mike built that too!) asking for quotes on signs, banners, and vehicle graphics. Not willing to disappoint anyone, the Kivis had to scramble to keep up; which meant their Grand Opening party would have to take a back burner.

Finally, on Tuesday, May 12, 2009, three months after they first opened their doors, Mike & Carol Kivi formally introduced the new enterprise, *Sign Works and Graphics, Inc.*, with a well planned and truly festive Grand Opening celebration and official ribbon-cutting ceremony.



Photo: Mayor Doug Echols (L), with Carol and Mike Kivi, owners of Sign Works and Graphics, Inc., located at 1445 Cherry Road in Rock Hill

Trina Ricks,

Program Director of York County's Regional Chamber of Commerce, introduced guest speaker, Mayor Doug Echols at 5 pm. The Mayor of Rock Hill was joined by business and community leaders, the staff of *Sign Works and Graphics* and between 50 and 60 invited guests.

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After the official ribbon-cutting ceremony, everyone joined together till 7:30 pm to commemorate the new owners' business milestone with food, music and lots of gifts.

"Everyone who shared in the evening reception had a grand time; there were lots of smiles, lots of introductions and lots of compliments about the store. It was quite a celebration!" adds Carol.



The Kivi's introduced staff members Gil Medina and Jerry Hyatt, graphic artists for the Company, as well as Carlton Ashburn, the new Salesperson for *Sign Works and Graphics*, who graciously provided background music for the evening.

The shop reflected the season with center pieces of Gerbera daisies on every table. Spring-colored balloon bouquets throughout the shop lent visual impact. Before the end of the event, the daisies were all given as door prizes.

Additionally, two folding chairs, a large Nautica umbrella, cookie jars, chocolates, a car seat warmer and a gift certificate for a custom banner, a \$250.00 value, were given away, compliments of *Sign Works and Graphics*. Highlighting Rock Hill's welcoming spirit, local businesses, *Auto Zone* on Cherry Road, *Mobile Auto Wash & Detailing* and *First Citizen's Bank of Rock Hill* all contributed handsome complimentary gifts.

The reception was catered by Habbet's Foods & Chick-fil-A and the invited guests enjoyed an assortment of chicken nuggets, mini BBQ sandwiches, cheese, fruit and veggie trays, cookies, cakes and their choice of tea, wine and beer.

Ricks, who helped coordinate the event, mentioned that this was one of the best Grand Openings she had ever attended. "You can tell taste when you see it," she commented, looking around the new store near the end of the evening.

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About the Kivis

Mike and Carol Kivi have been married for 10 years. They have 3 children between them, and 6 grandsons, ranging in age from 8 months to 16 years. In his previous lives, Mike, originally from Indiana, was a Plant Manager, Engineer, Training Director and owner of All Tune & Lube. Carol, a native of Louisiana, was an HR Administrator.

About Sign Biz, Inc.

The Kivi's are the latest members of Sign Biz, Inc., the world's largest network of royalty-free digital sign and graphics businesses, with 170 network members throughout the U.S. and six foreign countries. Renowned for two decades of training programs and industry partnerships, this business developer provides start-up assistance, and one-on-one training and support for computerized sign companies.

About Rock Hill, SC

Located in the north-central area of South Carolina, approximately 20 miles south of Charlotte, NC along the I-77 corridor, Rock Hill was an ideal choice for the Kivi's new business. It is a growing community with over 64,000 residents and encompasses more than 31 square miles, making it the largest city in York County, SC. Its close proximity to both I-77, which runs through Rock Hill, and to I-85, offers easy access to major transportation routes.