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PRESS RELEASE

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idX opens Chicago office, adds talent, enhances design, development capabilities

ST. LOUIS, MO--idX Corporation, the worldwide retail solutions provider, has announced it is opening a downtown Chicago office, expanding its management team and enhancing its fixture design and development capabilities.

"More and more clients are turning to idX to provide a wider range of services. They want complete solutions," said idX CEO Terry Schultz. "They are asking us to take a greater role in every aspect of their programs, including everything from fixture design and development to permanent POP or branded fixtures."

The new division will focus on providing these services, under the leadership of the new idX Chicago General Manager, Mayur Patadia. Patadia's extensive background includes more than 20 years of experience creating permanent POP fixture solutions for multiple brands. In his most recent position, Patadia managed global design and development.



Patadia has a design degree from Illinois Institute of Design, and his early career focused on display and fixture design.

"Mayur's strong grounding and talent in design, along with his solid reputation and relationships, make him a valuable addition to idX," Schultz said.

Patadia is assembling an idX Chicago Division team that will focus specifically on design and development, offering brands and retailers these expanded capabilities that are a natural addition to idX's extensive operational and manufacturing resources.

About idX Corporation

idX Corporation, the preeminent manufacturer of consumer environments, offers superior craftsmanship, comprehensive technical capabilities, world-class project management, and turn-key retail services - the complete solution for the retail, hospitality, financial and point-of-purchase markets. To meet the needs of global customers, idX has facilities and offices worldwide housing nearly 2,000,000 square feet of manufacturing and warehousing space, and nearly 700 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality and finance: Guess?, Clearwire, Levi's, Ralph Lauren, Microsoft, Marriott Corp., Tommy Hilfiger, Tween Brands, Starbucks, CitiGroup, Calvin Klein, Belk, Old Navy, JCPenney, TJX, Hanes Brands, Dillards, T-Mobile, Kroger, Chico's and Michael Kors. For more information, visit www.idxcorporation.com.

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