

Contact: John Clontz
Madix, Inc.
Phone: (214) 515-5400
Email: jclontz@madixinc.com
www.madixinc.com

500 Airport Road
Terrell, TX 75160

1537 S. Main Street
Goodwater, AL 35072

500 Madix Drive
Eclectic, AL 36024



PRESS RELEASE

Going Beyond the Sell at GlobalShop 2011

Madix introduces the new Easel™ SB Shelf

Garland, TX (March 15, 2011) Fore! Suit up in your freshest golf apparel and meet up with Madix at GlobalShop 2011 to witness the unveiling of the most exciting Golf Shelving Display ever created. Madix will have its Easel™ SB shelving unit decked out in a sleek golf theme. The Madix team will use the Madix Golf Easel™ SB to demonstrate how to go beyond the sell by interacting with the customer on a personal level. Madix utilized The Weird Box content creation division to create its digital content. The Weird Box has compiled content that will assist Madix in demonstrating how to go beyond the sell at GlobalShop 2011.

The new Easel™ SB unit features CE labs All-in-One Digital Media Player with a 7-inch LCD screen that fits perfectly into a 48"x6" panel of promotional real estate. The Easel™ SB utilizes sensor motion functionality that facilitates energy-saving efficiency and triggers player playback when shoppers walk by. The Easel™ SB features up to five push-buttons allowing viewers to view the content they desire. The Easel™ SB is simple to install, makes for a perfect end cap solution, but also works nicely in fixture runs by installing the Easel™ SB shelves adjacent to Madix's Step Back Shelves.

Visit with Madix and view the Easel™ SB and other products from their product line at booth 3807. GlobalShop 2011 is scheduled for March 28-30 and will be held by Nielsen Business Media at the Sands Expo Convention Center in Las Vegas, Nevada. For more information on custom shelving, visit Madix Inc. For more information on custom content creation, visit The Weird Box. For more information on Digital Media Players, visit CE labs.

ABOUT MADIX

Headquartered in Terrell, TX, Madix is one of the largest fixture companies in the world, manufacturing over 65,000 different products including store fixtures, specialty products, heavy-duty racking, wire and wood displays. Madix serves customers across North, Central, and South America, Europe, and the Middle East. The company employs over 1,500 people in its state-of-the-art manufacturing facilities in Terrell, TX, North Brookfield, MA, and Goodwater and Eclectic, AL. Madix has warehouses throughout the United States and one in the United Kingdom.

ABOUT CE labs®/CABLE ELECTRONICS

CE labs®/Cable Electronics, Inc. is one of the top manufacturers of high performance audio and video products. With over 20 years of experience, CE labs has become an innovator in customized electronics manu-

facturing specializing in engineering, research and development of state-of-the-art technology for the audio/video signal distribution management field and complete digital signage systems. CE labs manufactures a full line of professional grade A/V distribution amplifiers, matrix switchers, digital media players and digital signage products.

ABOUT THE WEIRD BOX

The Weird Box is a dedicated group of creatives from all walks of life that come together to mix our various talents and skills in order to create something greater than the sum of its parts. Our priorities are fixed on three things – doing great work, keeping an open mind, and exceeding our clients' expectations. Turning visionary concepts into powerful mosaics of message and meaning, The Weird Box was established to meet content creation needs for digital signage applications. Collaboration is key. Effective digital signage requires complementary creativity -- designs that are not only singularly effective, but also capable of powerful unity.