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EMPIRE STATE DEVELOPMENT ANNOUNCES POP DISPLAYS TO EXPAND AND RETAIN OPERATIONS IN WESTCHESTER COUNTY

Expansion project will retain 615 full time jobs in New York State

Empire State Development (ESD) today announced that POP Displays USA LLC, a vertically integrated provider of point of purchase displays and merchandising solutions, will expand its manufacturing facility in Yonkers, Westchester County. POP Displays and its predecessor company has been located in Metro New York since its founding in 1953. ESD has awarded POP Displays a \$300,000 grant to be used for a portion of the company's \$1.5 million expansion project. The expansion project will include the purchase of new machinery to increase operations and the retention of 615 full time jobs in New York State.

"It has always been the priority of Governor Paterson and ESD that New York State help retain and grow its businesses," said ESD Chairman & CEO Dennis M. Mullen. "POP Displays is a critical retention project for New York. Local businesses throughout Westchester County and the Mid-Hudson region supply raw materials and are part of the supply chain for POP Displays USA. In addition, POP Displays is a major employer. Today's announcement means we've secured the livelihood of more than 600 New Yorkers. I'd like to thank all of our partners for their support for this project and I would like to thank POP Displays for reinvesting in our great state."

POP Displays consolidated its multi-plant operations into a 435,000 square foot facility in the Hudson Valley and has grown to be a major employer for New York State. At least seventy-five percent of its employees live within the five boroughs of New York City and commute to Yonkers on a daily basis using public transportation.

POP Displays specializes in the production of plastic permanent and semi-permanent displays for major retailers and marketing companies in a wide range of categories including cosmetics, skin care products, electronics, home and garden, power tools and grocery displays. The company will use the grant awarded by ESD to purchase new machinery and equipment to be installed at their manufacturing facility in Yonkers. In 2005, POP Displays invested \$22 million in renovation costs to refurbish the former Saks Fifth Avenue warehouse in Yonkers.

"We are delighted to be working with Empire State Development to preserve manufacturing and its related jobs in the Hudson Valley region. This grant will assist POP Displays in increasing efficiency for sustainability so that New York manufacturing is competitive with lower cost regions." said Scott Katcher, Sr. Vice President and General Counsel to POP Displays USA.

"Working in partnership with Empire State Development to provide job creation and expansion opportunities for businesses in Westchester County, POP Displays represents another success story for

our region, as they will now have the resources to expand their operations to create and retain more than six-hundred full-time jobs,” said Senator Andrea Stewart-Cousins (35th District – D/WF). “During this challenging economic time, establishing public-private partnerships and working in collaboration with local businesses in our community to create employment opportunities and strengthen our economy remains a top priority.”

“As we slowly emerge from the recession, it’s absolutely critical that we continue to push for job creation measures to boost our local economy,” said Assemblyman Mike Spano. “This grant is saving 615 jobs — that means 615 local residents will be able to continue providing for their families. I’ll keep fighting for economic development measures that will help preserve the livelihood of our communities.”

“We welcome all opportunities at every level of government to create and maintain jobs in our city,” said Yonkers Mayor Phil Amicone. “POP has played an important and growing role in our local economy and is a great example of the kind of business we want in Yonkers. I want to thank ESD for its efforts to keep jobs in Yonkers, and we are looking forward to working closely with them on some other major projects in the very near future.”

“POP Displays has been successful in offering and retaining regular full time employment for the state since 1953,” said Mid-Hudson Regional Director Susan Jaffe. “The company’s long term presence in the State of New York speaks to the vast resources here in the Hudson Valley which makes it an attractive place to do business. We are thrilled that POP Displays has decided to reinvest in New York, securing the region’s economic future for generations to come.”

“POP Displays has been both great corporate citizen and neighbor and the company’s employee’s take an active role in the community with our PTAs, by coaching little league and volunteering for local groups,” said Yonkers City Council President Chuck Lesnick. “I also want to thank our state delegation and the governor for making this much needed investment in the community.”

Empire State Development is New York's chief economic development agency, committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York State. ESD is intent on paving the way for New York State to become the leader of the innovation economy and one of the most business friendly, productive and competitive economic development climates in the world. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit www.esd.ny.gov.

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