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For Immediate Release

I.D. Images, LLC Acquires Superior Business Associates, Inc.

Brunswick, Ohio – December 1, 2015 I.D. Images LLC, a leading pressure sensitive label converter with headquarters in Brunswick, Ohio is pleased to announce the acquisition of certain assets of Superior Business Associates, Inc. Greeneville, TN.

Superior Business Associates was founded in 1971 and specializes in the design and manufacture of forms, labels and tags. Like I.D. Images, Superior sells exclusively to independent distributors.

The acquisition marks I.D. Images' sixth strategic acquisition since 2009. "Superior's capabilities align with our long-term strategic vision," said Brian D. Gale, CEO of I.D. Images. He continued, "We are excited about the value we collectively bring to our customer base through this acquisition."

Stan Ritter, Superior's former owner, commented, "We were looking for a buyer that would continue what we started at Superior. I.D. Images brings the same "customer first" attitude we had at Superior. The team is thrilled to join I.D. Images."

Gale concluded, "We continue to invest in I.D. Images, both organically and via acquisitions. We see opportunities to better serve our customers and are excited to do so."

I.D. Images will continue to operate manufacturing and distribution in Greeneville, TN.

I.D. Images, a leading manufacturer of converted label products, specializes in providing label solutions from supply chain management to brand protection. The company serves varied markets including Transportation and Logistics, Food and Beverage, Consumer Durables and Healthcare and has facilities in Cleveland (Brunswick), Cincinnati, Chicago, Charlotte and California. I.D. Images sells exclusively through distributors.

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