

# Merger Announcement

Submitted by: Millharbour Marketing

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LogoPaint, SignAway and 5m Print have merged in a deal that sees the three companies combine to become one of the largest branding and signage companies in Europe and the World's leading 3D signage company.

Rebranded as 'Amayse', the new company, with locations in the UK and Denmark now aims to expand globally with the newest location being in the US.

With shared expertise, production facilities and product ranges, Amayse is able to meet the full range of virtual and print branding and signage requirements across the sports and event industries.

More than this, Amayse offers a consultative service too, advising clients on the best branding options for their venue or stadium, including: 3D signage, virtual advertising, venue and event branding, and super-wide digital printing.

Kurt Henning, CEO of Amayse and formally CEO of LogoPaint, (pictured right) said "LogoPaint is pleased to be part of Amayse, merging with SignAway and 5m Print, to offer a complete and global solution to our combined clients' branding and signage needs. 'Amayse' is an original and unique play on the word 'Amaze'. We chose the name as we aim to create innovative and stand out event signage and branding that will stop people in their tracks... to astonish and AMAYSE."

Greg Craigen, Managing Director of Amayse and formally Managing Director of SignAway, (pictured left) said "SignAway is delighted to merge with our long-term partners LogoPaint and 5m Print. Amayse allows us to offer a much wider range of products to our current clients and to better service new global clients through our additional locations. It's an exciting time for the new company, with ambitious growth targets, particularly in the US."

Read the in-depth interview (<http://amayse.com/news-archive/qa-with-amayse>) with the new directors.

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## About Amayse

Amayse is the worldwide market leader in 3D signage for televised sporting events and a leading supplier of stadium signage and branding solutions and large-format signs for indoor and outdoor use.

Headquartered in Denmark and with offices in the UK and the US, Amayse works with customers in over 70 countries to create value through innovative signage.

Management: Kurt Henning, CEO; Greg Craigen, Managing Director; Christian Sondergaard, COO.

Services: 3D signage, virtual advertising, venue and event branding, superwide digital printing

Ownership: Privately held company, formed through the merger of LogoPaint (DK), Sign Away (UK) and 5m Print (DK).

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