

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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JIFRAM CELEBRATES 28 YEAR ANNIVERSARY

Jifram Extrusions, Inc. is celebrating its 28-Year Anniversary. The company was created to serve the custom profile extrusions market; and within the past 8 years has expanded the breadth of its products to include a line of consumer home products, commercial slatwall products, and industrial pallets.

The vision of Jim Fischer and his wife, Betty, Jifram Extrusions Inc., was founded June 24, 1981. The company continues to thrive on a philosophy of hard work, innovation, exemplary quality and superior customer service. Jim Fischer, a 48-year veteran of the plastics industry, has guided the company over the past 28 years, the first 21 at the helm as president, and the past 7 as the CEO. With 14 U.S. patents, 3 Canadian patents and 6 patents pending under his belt, Fischer continues to drive innovation throughout the organization.

Jifram Extrusions, Inc. is a great example of the American Dream. Jim and Betty founded the company with a total of four full time and three part-time employees. The company has grown into a multi-million dollar operation that employs over 40 people. During the past 28 years the company has faced many challenges that have been turned into opportunities for continued growth. Today, in contrast to many firms which are downsizing or moving overseas, Jifram has committed to continuing investment in the locally based headquarters. The corporation is poised to continue to provide employment for our area.

A family managed operation, son Steve Fischer, President of Jifram Custom Extrusions, has served the company for 21 years. Steve directs operations of the Custom Extrusions Division and manages the finance and human resource operations of the parent company, Jifram Extrusions, Inc. Son, Greg Fischer, President of Jifram Home Improvement Products, has been with the company 16 years. Greg manages the Home Improvement Products Division and directs manufacturing operations and customer service for the parent company, Jifram Extrusions, Inc. In addition, Betty Fischer, Vice President, one of the original founders, is still involved in management of the firm. Jifram recently added Wayne Meyer as Sales and Marketing Director. Meyer, a veteran of the consumer products industry, directs the Sales and Marketing Departments for both the Custom Extrusions and Home Improvement Products Divisions.

Over the years, Jifram has been responsive to the needs of its Custom Extrusions customers, expanding its extrusions line and fulfillment operations. Over the years, its penchant for innovation has taken it into the consumer packaged goods industry, commercial slatwall and the industrial pallet industry. Its consumer products division has expanded into a line of innovative Easy Wall (Slatwall organizational solutions) and Attic Flooring Kits. These Easy Wall Kits (standard gray and imprinted) are a beautiful way to provide functional and flexible storage.

Jifram offers many of its consumer goods products on its web site shopping cart at www.jifram.com. The shopping cart features a line of Easy Wall (Slatwall) products, along with accessories such as baskets, hooks and shelves, imprinted Easy Wall, attic flooring kits and shoulder and pant hanger mate snap-on bars.

At this milestone, CEO Jim Fischer stated, "This Company was founded upon sound principles to serve the extrusions market. Over the years we have expanded our product offerings into the consumer packaged goods industry. We look back over the years and plan for continued growth. We wish to recognize all of our loyal employees who are an integral part of Jifram's success. We pledge to continue to produce superior products and maintain our investment in our Wisconsin-based manufacturing facility."