

FOR IMMEDIATE RELEASE

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**VIU Announces the World's Largest
Printed Lenticular Point-of-Purchase Display**

San Bernardino, CA (September 9, 2004) – Inland Empire-based Virtual Images Unlimited, with Prestone Printing, announced a completed project for an in-store advertising campaign for Foot Locker.



Foot Locker's "Back in Black" campaign is the world's largest printed lenticular point-of-purchase display ever produced, sized at 40" x 63". The lenticular signs feature a triple flip image that shows a flip between three popular shoe brands. Caps from each of the three brands also flip on the bottom of the sign.

Prestone Printing provided printed banners and mounting hardware to complete the campaign. 1,500 displays were produced by VIU for release in Foot Locker stores beginning August 23rd, 2004. The signs were displayed in the front window of most Foot Locker stores.

The signs were produced using new technology and new equipment that allows for printing at this new large size. The traditional way of manufacturing lenticular signage of this size was a photographic method that was much costlier. Dave Corey of Virtual Images stated, "Now brand marketers can leverage the customer-stopping capabilities of large lenticular signage, at affordable prices."

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About Virtual Images Unlimited:

Virtual Images Unlimited, headquartered in San Bernardino, California, is a leading provider of lenticular products. Virtual focuses on producing a large variety of superior quality point-of-purchase products through the use of advanced lenticular lenses, coupled with an extremely high resolution printing process. For more information on Virtual Images and lenticular, visit their website at: <http://www.3d-images.com>.

About Prestone:

For over 50 years Prestone Printing Co. has been synonymous with dependable, careful prepress and printing. We provide complete in-house digital output, sheet-fed lithography, binding and fulfillment services. For more information on Prestone, visit their website at: <http://www.prestoneprinting.com>.

<p>Media Contact Maile Kaulukukui Phone (909) 645-7002 Images and detailed specifications available upon request</p>
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