



IMMEDIATE RELEASE

Contact:

Hjordy Johnston
hjohnston@vgs-inc.com
212-563-5600 ext. 216

VGS' New RaceTrak™ Display System Transforms the Face of Countertop Merchandising for Foodservice Retailers Everywhere

VGS' RaceTrak™ is a highly versatile merchandising display system. This innovative marketing solution offers interchangeable components for ultimate flexibility, and maximizes product placement and messaging opportunities for your countertop and shelving displays.

May 20, 2009, New York, NY - Visual Graphic Systems, Inc. (VGS), unveils the RaceTrak™ Display System, marking one of the latest innovations in the signage and display system arena. This unparalleled system offers complete versatility not only through the use of its tri-level function, but it also gives the option to securely manage messaging and offer changes with its GripFlex® technology. VGS has created a unique way to maximize and revitalize counter space, increase impact messaging, and still maintain the flexibility of change for restaurants, fast casual chains, supermarkets, and other foodservice retailers.

"An integrated, effective visual marketing system is imperative in today's competitive marketplace," says Matt Buksbaum Vice President of VGS. "Keeping customers informed of up-to-date specials and promotions is critical in today's ever-changing foodservice environments, and getting your communication across with all the clutter and distractions can be a challenge. VGS' [RaceTrak™](#) allows you to focus your customer's attention by consolidating your promotional offers, products and programs into a durable, space-saving system, and placing it where you need the biggest impact." Buksbaum added, "[RaceTrak™](#) has been designed to be user friendly and to accommodate a wide variety of short-term needs including daily specials, new menu items, seasonal promotions and even on-going applications such as loyalty programs, gift cards and customer surveys."

Flexible, re-usable, unlimited applications

The most significant aesthetic and functional upgrade that [RaceTrak™](#) offers is the ability to mix and match various components such as literature and gift card holders, ID panels, promo pieces, and our dynamic Magalens® panels. Custom components can even be developed to meet your specific applications. With [RaceTrak™](#), the possibilities are endless!

About VGS

Headquartered in New York City, Visual Graphic Systems, Inc. (VGS) is recognized as a leading innovator in the design and production of visual communication and marketing systems. Their business is unique in that they offer turnkey services from design to fabrication with global project management capabilities. For nearly 30 years, VGS designs, manufactures, and installs a broad range of high quality, innovative architectural signage programs, brand development, digital displays, proprietary fixture systems, eco-friendly solutions and menu boards for thousands of corporate, food service, hospitality/entertainment and retail locations worldwide. For more information about VGS, its products and services, please visit www.vgsonline.com. To speak directly to VGS please call 1-800-203-030 or email info@vgs-inc.com.

Think. Create. Experience.
Visit www.vgsonline.com

Visual Graphic Systems Inc.

www.vgsonline.com

500 Tenth Avenue | New York, New York 10018 | t 800 203 0301 | f 212 563 9334



VGS

IMMEDIATE RELEASE

Get in the Game with VGS' RaceTrak™: Flexible, re-usable, endless possibilities!



Visual Graphic Systems Inc.

www.vgsonline.com

500 Tenth Avenue | New York, New York 10018 | t 800 203 0301 | f 212 563 9334