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SA International Acquires The Bad Wrap™ from FELLERS

Salt Lake City, UT - March 23, 2009 - SA International (SAi), the leading provider of Solutions for the Professional Sign Making, Large Format Digital Printing and CAD/CAM for CNC Machining Industries, announces the acquisition of The Bad Wrap™ Vehicle Graphic Design Template Collection.

The Bad Wrap is a collection of high-resolution, photo-based templates for use in Adobe® Photoshop®. Because they are real photos of the actual vehicle, they provide the most realistic representation of the finished product possible. The Bad Wrap also increases productivity by enabling the user to simply drag and drop fills, logos and pictures right onto the template. This functionality also enables the user to design elements in Flexi™ and add them into The Bad Wrap for the final layout composition. The Bad Wrap's powerful simplicity allows any graphic artist to design a complete wrap in about an hour, representing at least eight hours of labor saved per vehicle wrap.

SAi purchased The Bad Wrap from FELLERS, the World's Largest Wrap Supply Company. FELLERS introduced the product to the marketplace in December 2006. David Neidell, Vice President of Corporate Development for FELLERS had this to say: "The Bad Wrap is a game-changing tool for the vehicle wrap industry. In order to grow the vehicle wrap market and increase sales of the product we feel that The Bad Wrap is a better fit under the SAi umbrella because of their software experience. FELLERS will continue to sell The Bad Wrap and we look forward to increased distribution for this great product."

SAi is always seeking new ways to help sign makers diversify their business and increase profitability. The company has promoted the vehicle wraps market for some time now with other graphical and automotive products. "The acquisition of The Bad Wrap cements our commitment to the movement," says Don Feagan, President and COO, SAi. "SAi is on their way to becoming the sign industry's preferred resource for automotive templates and other design-related necessities."

The Bad Wrap Vehicle Graphic Design Template Collection is available now and can be purchased from any authorized SAi reseller.

About SA International

SAi is recognized as a global leader in providing complete, professional solutions for the sign making, digital printing and CNC machining industries. The Company's solutions help turn creative ideas into reality by providing world-class design and editing tools geared for production. Headquartered in Salt Lake City, Utah, SAi has additional offices in Belgium, Brazil, and Japan.

For additional information

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