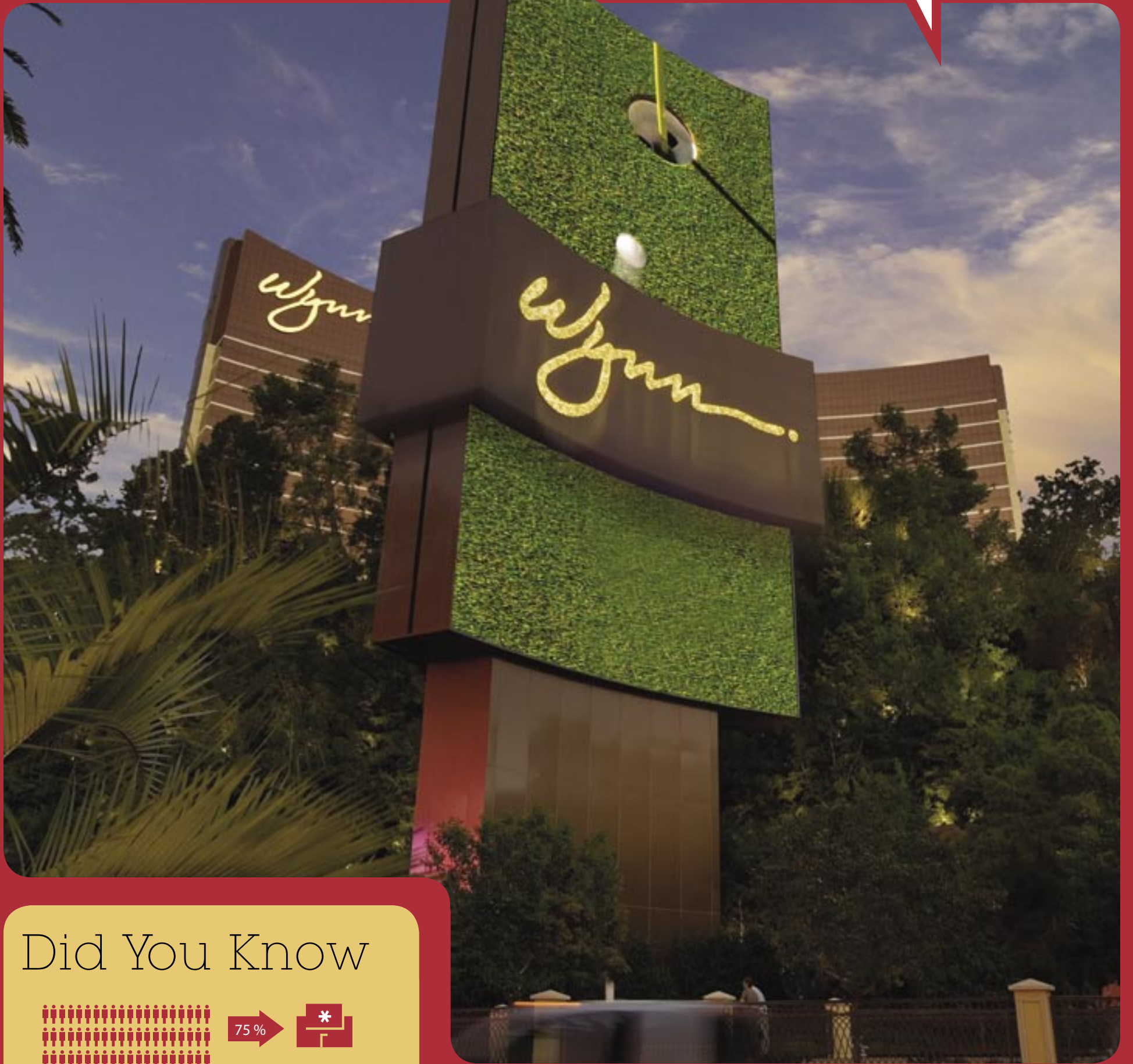
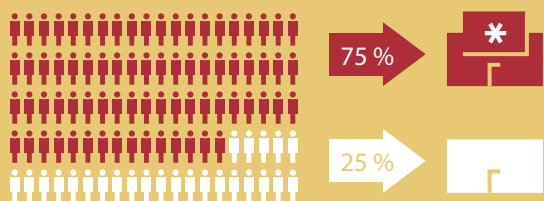


YESCOZETTE



Did You Know



Over 75% of consumers consider signs to be "very important" when they are shopping for specific products or services. This percentage can be as high as 95% in certain situations.



Important Facts About Signs

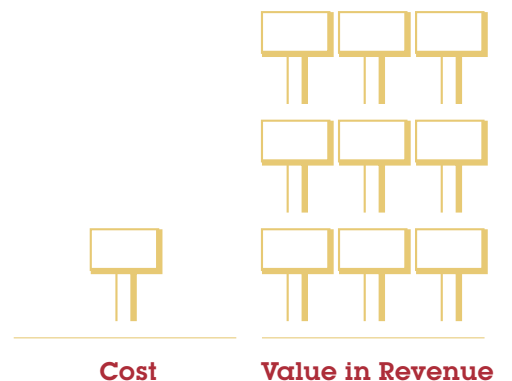
And How They Can Help Your Business

Business people have been using signs to attract customers for thousands of years. The first signs were likely little more than marks etched into the entrance to a cave. Today signs range from small directionals to towering, multi-media extravaganzas of light and motion. One thing has not changed — signs work. Reports, statistics and case studies in recent years offer

ample proof that the right signs can help turn a struggling business into a success and a profitable one into an even greater success.

The facts we present on these pages are derived from information supplied by numerous organizations, including the United States Small Business Administration, the International Sign Association, Signs of the Times magazine, Arbitron/Edison Media Research and the California Electric Sign Association.

A car wash and detailing business in California installed a pole sign with an electronic message board. A study showed that the sign generated increases of 125% in detailing and 15% in overall revenue in the first year. That translated to an additional \$135,000 in gross receipts that year — nine times the cost of the sign!

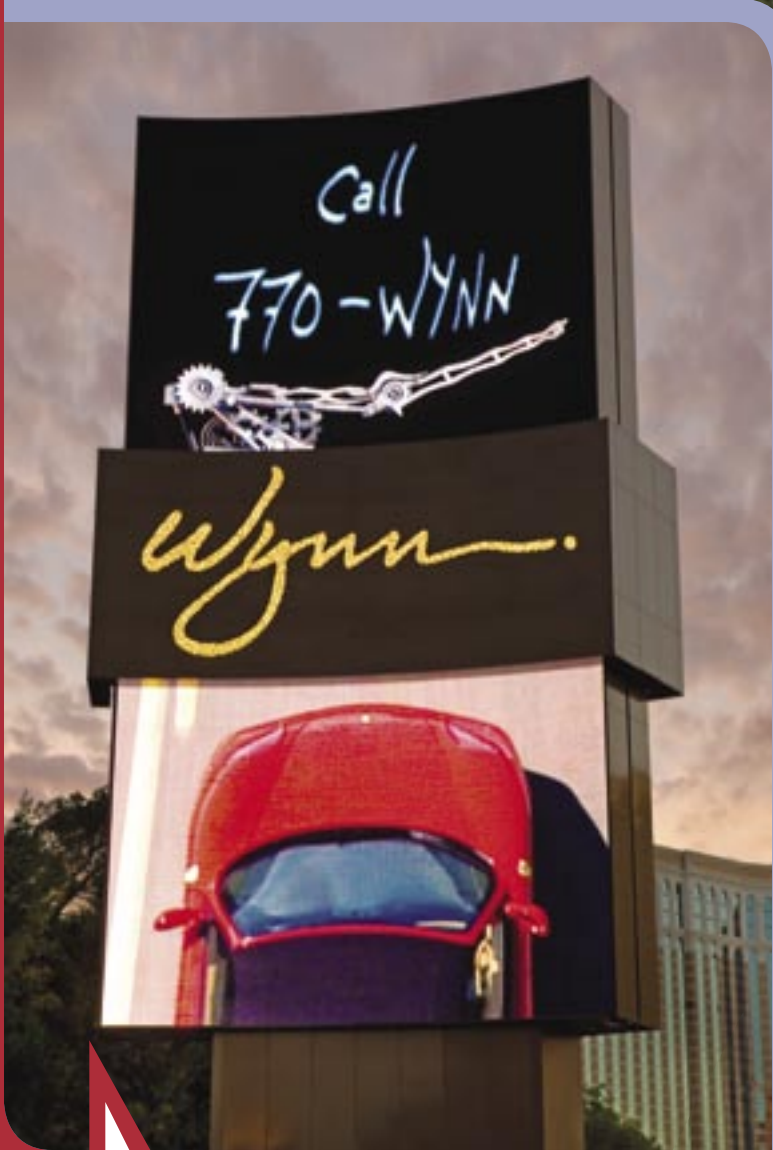
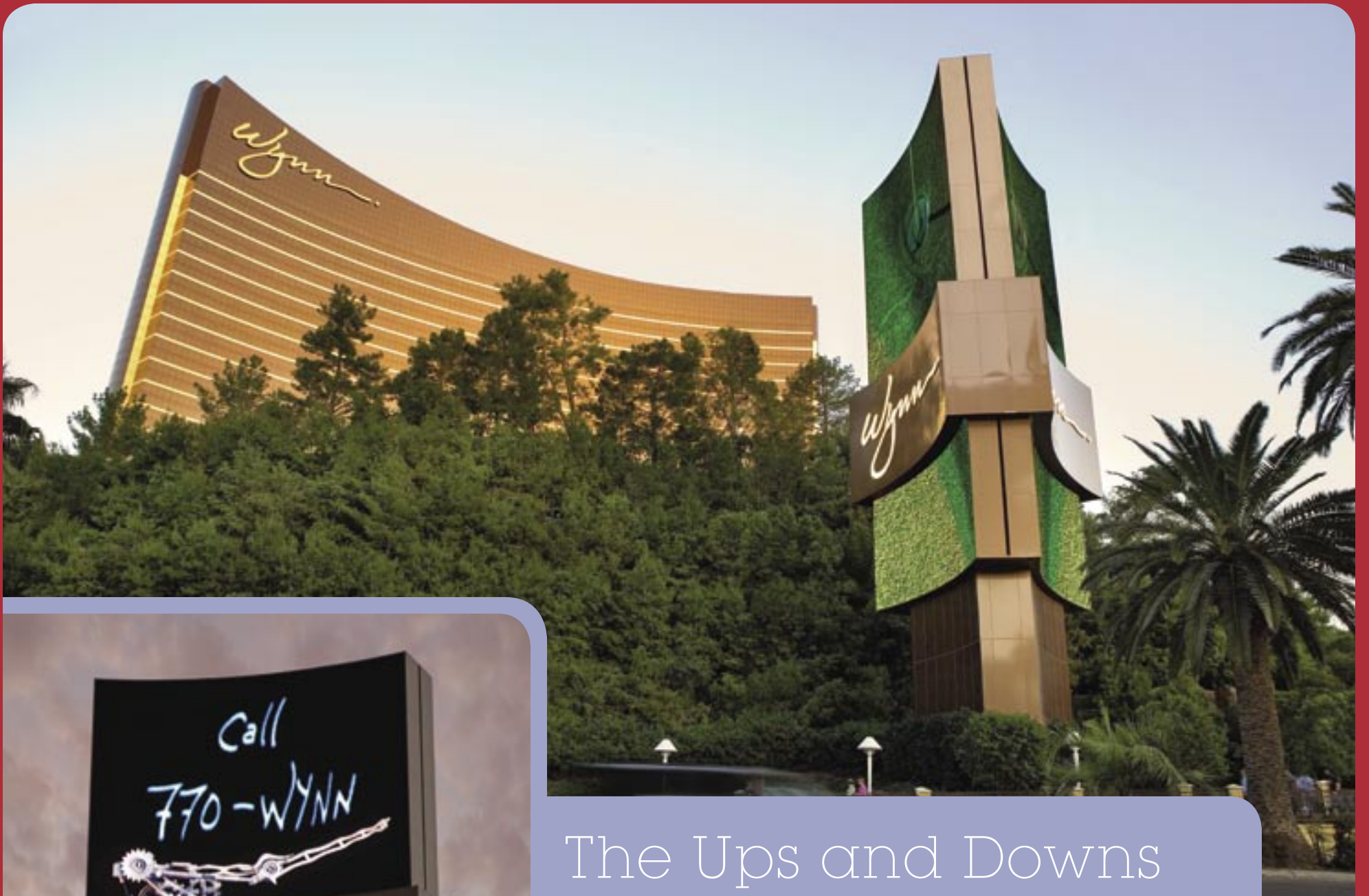


Keeping It Clean in Boise

Boise, Idaho

Metro Express Car Wash represents a culmination of the innovative ideas and technological advances of Bill Martin, a long-time car wash guru in the western United States. Located in the historical district of downtown Boise, the facility features fully computerized equipment. Large YESCO LED message centers give the car wash excellent visibility. Cordell Dietz of YESCO Boise designed the multi-sign project.





The Ups and Downs of a Remarkable Sign

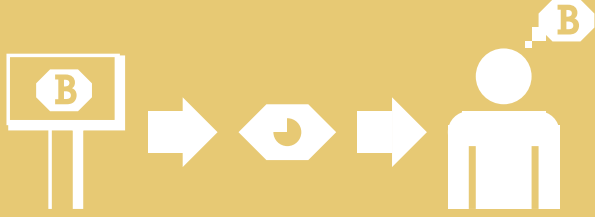
Las Vegas, Nevada

Steve Wynn has created some of the most remarkable properties on The Strip, including the Mirage, Bellagio and Treasure Island. At his newest resort, Wynn Las Vegas, that special something is a spectacular, 135' YESCO sign, featuring a 100' by 50', concave, double-faced LED message center with a first-of-its-kind "moving eraser." The eraser glides silently up and down over the LED message center, appearing to change the graphics as it goes. FTSI engineered the 62,000-pound eraser's mechanical movement, which is capable of speeds up to 10 feet per second. YESCO worked with Steve Wynn's initial design to make this sign a reality.

On-premise signs were found to generate 1,000 consumer exposures for an average of 30 cents. By comparison, to generate the same 1,000 exposures with newspaper advertising cost \$1.56, and with television advertising, \$6.60.

Cost Per Consumer Exposure





On-premise signs develop and reinforce memories of businesses in the minds of those who see them, and extend their recall of other advertising efforts of those businesses. Signs attract new customers by triggering first-time visits and impulse purchases. They also modify the buying habits of customers to increase purchases.



A Great Place for a Soda

Hollywood, California

The Disney's Soda Fountain and Studio Store is on Hollywood Boulevard next to the famous El Capitan Theater. What better location for an old-fashioned soda fountain and ice cream parlor that also offers Disney memorabilia and movies? Working with The Walt Disney Studios on the sign's design, YESCO Los Angeles created and installed a sign worthy of the historic location. The sign is enhanced by classic neon, scintillating bulbs and gold-polished aluminum.



Home Is Where the Sign Is

Lakewood, Colorado

Carmel Partners, owners of the Parc Belmar apartment complex, with assistance from DZAP Design, decided that eye-catching signs were the best use of the project's marketing budget. YESCO created several signs for this development. The main entrance sign uses steel tube rolled into curved shapes. Custom-fabricated lighting adds to the sign's after-dark appeal. The project was designed by YESCO Denver designer, Herm Medina.



“This Bud’s for ...”

Osgood, Idaho

When Anheuser-Busch, Inc. decided to turn one of its silo facilities into a gigantic sign, the idea was to span the silos with a fixed structure. YESCO had a better idea. Leveraging experience gained during the 2002 Winter Olympics, YESCO engineers designed a complex cabling system to stretch 150 vinyl panels (provided by MetroMedia Technologies) directly over the silos. The result is a 57,000-square-foot “can’t miss” sign in Osgood, Idaho, just north of Idaho Falls, on well-traveled I-15.

Americans report spending an average of 15 hours a week in their cars. Two out of five Americans say they usually make their decision to shop while driving home from work. Outdoor signs play a major role in helping them make these decisions.



It's Nice to Share

Chandler, Arizona

The two manufacturers represented by Mercedes-Benz of Chandler and Lexus of Chandler wanted to be represented on both sides of the double-face pylon sign, yet desired to maintain their independence. To accommodate these requirements, YESCO Phoenix created a sign with two LED message display centers on each side that are programmed to alternate back and forth between Mercedes-Benz and Lexus logos and messages. The sign was designed by YESCO’s Len den Dulk.

An estimated 35%-50% of consumers shop outside their local area. Effective signs attract many non-local and new customers.

A Beloved Cowboy Earns a Place of Honor

West Wendover, Nevada

Created by YESCO in 1952, Wendover Will spent 52 years in front of the Stateline Casino/Wendover Nugget as the official greeter. Last year Wendover Nugget donated a YESCO-rehabilitated Will to West Wendover and moved him onto a new base on Wendover Boulevard. The 61' cowboy has been in the Guinness Book of World Records and is on the city seal.



Now Playing

Meridian, Idaho

The Majestic Theatre's double-sided neon tower sign, created by YESCO Boise, rises 33' above its marquee. Twelve hundred feet of colorful neon distinguish this landmark — not to mention another 800' of neon that enhance the fan-shaped wall sign. The new theater complex owned by Ray Hallett is the crown jewel of the Majestic Marketplace entertainment center development in Meridian, Idaho, just west of Boise. YESCO's Cordell Dietz designed the project.

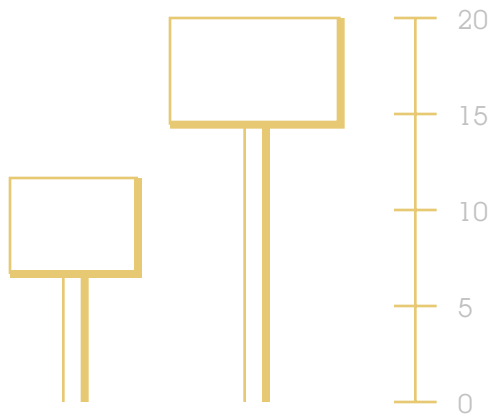
Going Way Back

Reno, Nevada

The Harolds Club Mural was originally installed by YESCO a half a century ago. The 180 hand-painted, baked-on porcelain enamel panels of the 33' by 68' mural were placed in storage prior to the demolition of the building in 1999. Recently, YESCO Reno built and installed the freestanding grid work structure on which the mural's panels have been reassembled for the City of Reno at the Livestock Events Center. The mural will soon be designated an official National Historical Landmark.



% Sales Increase



Adding a high-rise sign to a McDonalds restaurant increased sales by 11.3% on average, according to a study conducted by the McDonalds Corporation. Increasing the height and area of an existing sign boosted sales an average of 18.5%.



A Unique Marriage of Design Elements

Camp Verde, Arizona

Start with Yavapai Apache design themes, add the distinctive flavor of natural décor, then season with a touch of Las Vegas sparkle. That was the visual recipe for the signs at Cliff Castle Casino created and installed by YESCO Phoenix and designed by Mickey Steimle.



Jazzing Up an Historic Building

Denver, Colorado

The task was to create a sign to attract pedestrian and auto traffic to the Sambuca restaurant and lounge — a premier jazz club in Denver’s lower downtown. The challenge was to design the sign to fit an existing awning and install it on an historic, 1900-vintage building that lacked structural drawings. YESCO Denver’s Casey Easton designed a brushed aluminum and neon sign that would curve out to capture a greater range of visibility. Dave Knight engineered a way to securely attach the sign to the building.



Studies show that approximately 50% of all consumer items are purchased on impulse, and these sales are directly attributable to signs that draw consumers to the point of purchase.

Earning High Marks

Reno, Nevada

When Internet Auto Rent & Sales replaced its older, smaller monument sign with a bright new pylon sign, travelers on Reno’s “auto road” quickly gave it high marks. Designed by YESCO Reno’s Mike Melius, the sign features a full-color message center and a logo cabinet with a map of the world. Its size, design and message center have attracted increased attention to the dealership.

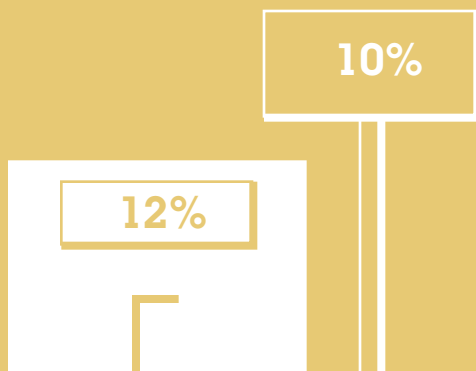


A Sure Bet



San Bruno, California

The Shops at Tanforan mall is located near the San Francisco International Airport on the former site of the Tanforan Race Track. The developer, Wattson Breevast, asked YESCO Los Angeles to bring to life the design concepts of Redmond Schwartz Mark in numerous interior and exterior signs. YESCO designer Brent Nolen and the YESCO design, fabrication and installation teams delivered a winning ticket.



The addition of a pole sign increased weekly average sales by 5% to 10%, according to a study of a popular chain of import goods stores. Adding small directional signs for entrance and exit routes triggered average weekly sales increases from 4% to 12%.

Safety First

Boise, Idaho

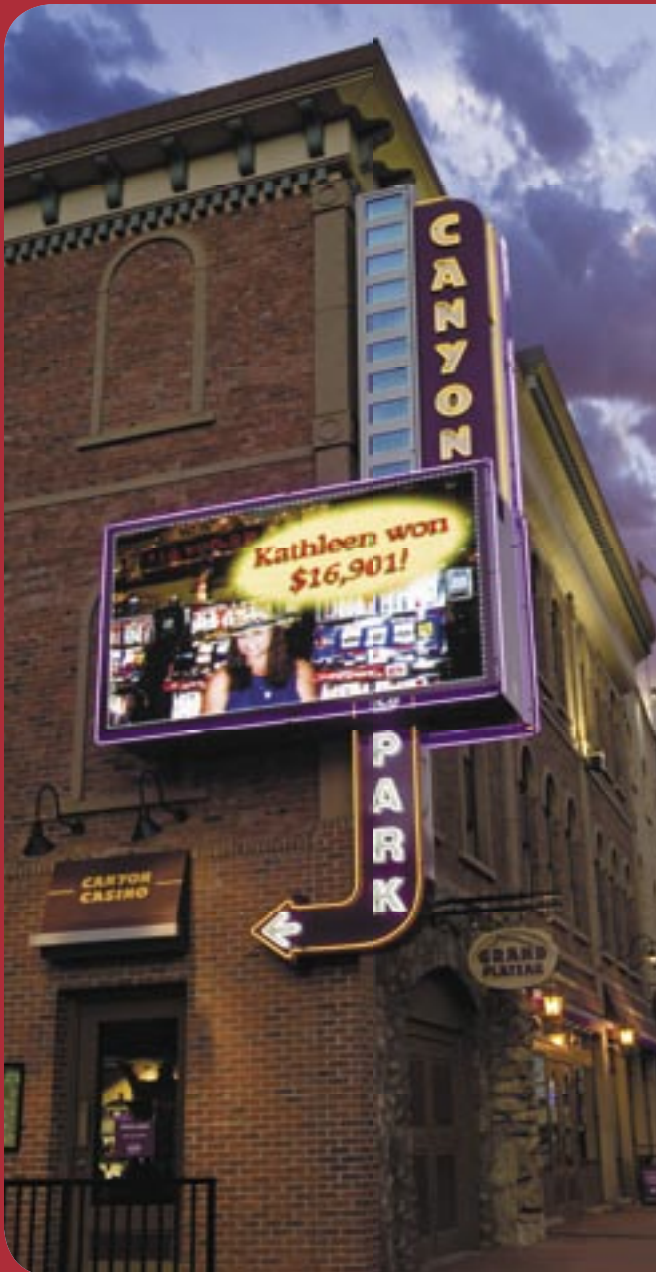
Washington Group International — builder of dams, nuclear power plants and other complex projects worldwide — adheres to exceptionally high safety procedures. YESCO Boise has created signs for the large construction firm throughout the United States and meets the high safety standards required by the company during installation. This sign for Washington Group's Boise corporate office was designed by YESCO Boise.



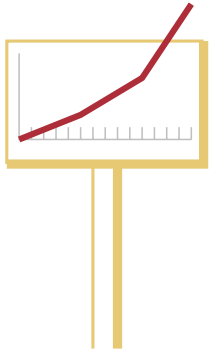
More Than Skin Deep

Black Hawk, Colorado

The Canyon Casino wanted new signs, including a corner sign enhanced by a full-color LED display. YESCO Denver's Casey Easton designed the signs to complement the historic nature of the distinguished old building. The corner sign's message center is accented by a vertical series of smaller, color-morphing LED accent panels. YESCO engineer, Benjamin Jones, with the help of Mike Hall and Dave Knight, designed a structural steel solution to fortify the wall on which the sign was installed.



A drug store located in the rear of a Florida shopping mall relied on a \$3,500 pole sign for street visibility. When that sign was given to another tenant, sales began declining, and fell by \$250,000 each year until the store went out of business.



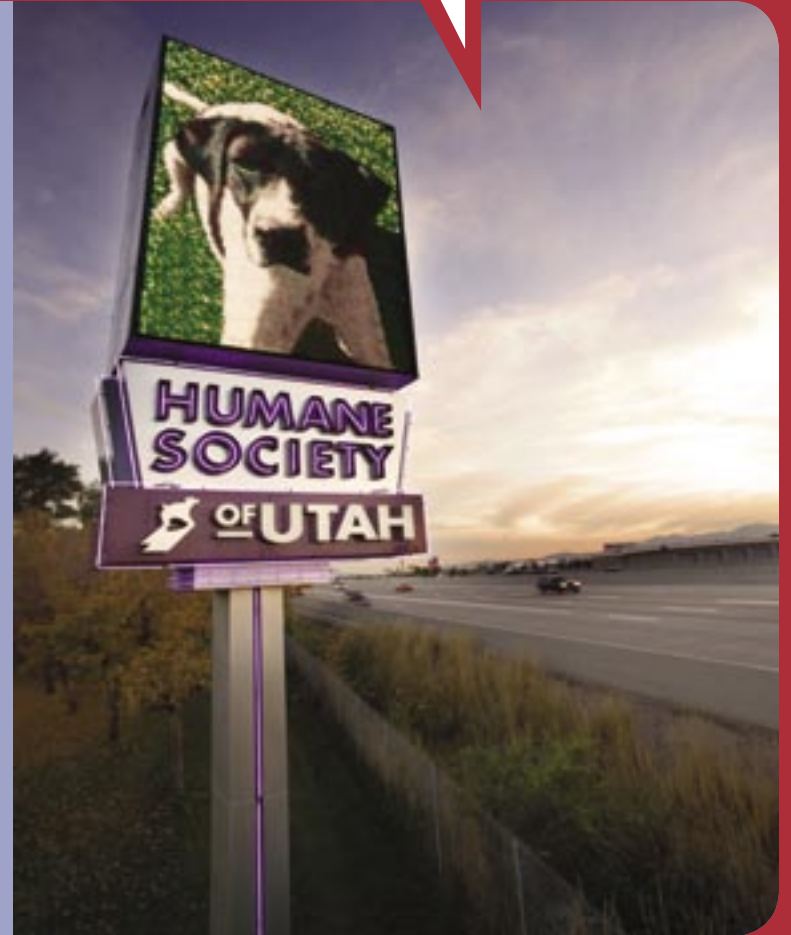
A case study of a small restaurant in southern California measured the benefit of a new, more visible electric sign. The total cost of replacing the sign was \$10,045. After one year, gross annual sales had risen 16%; after two years, 32% — for a total of \$192,844 in additional sales in the first two years alone. No other reason than the sign could be determined for the increased sales.

When Signs Save Lives

Salt Lake City, Utah

The Humane Society of Utah's old electronic sign along I-15 in Salt Lake City got results. But when YESCO replaced the sign with two single-faced pylon signs featuring full-color LED message centers, the Society's already high pet placement rate jumped 20%, raising placements to a remarkable 90%.

A benefactor's estate paid for the signs.



YESCO Builds a Model Airplane

Ogden, Utah

FMC Technologies, Inc. - Jetway, the world's leading airline boarding bridge manufacturer, needed a model to test and market a bridge for the world's largest operating passenger jet: the Airbus A380. YESCO designed and built the aluminum mock-up — a full-scale, 30'-long section of the flying colossus. Thanks to YESCO engineer Benjamin Jones and YESCO Ogden designer Monte Williams, the movable "giant sail" stays grounded and stable even when the wind blows. "It has been a valuable engineering and marketing tool for us," states FMC's Steve Nestel.



Bob Williams: 50 Years with YESCO

In 1955 — the same year Disneyland opened and Elvis Presley was gyrating his hips to fame — a high school senior named Bob Williams hired on with YESCO. During the half-day he didn't have to go to school, he worked as an electrical apprentice at YESCO's plant on Second West in Salt Lake City.

That was a half-century ago. Today, Bob looks back on a long and distinguished career. That career includes the adventure of opening a new branch office in Boise, Idaho, in 1969, and growing it as manager into its own successful division, as well as 25 consecutive years as a member of YESCO's Million Dollar Club. About five years ago Bob retired from management, but not from sales.

Looking back, Bob identifies his most cherished accomplishment at YESCO as earning the position of top salesperson company-wide. "It was special to me to be in a little town like Boise and be able to do that," he explains. "I received a Rolex watch for that. It meant a lot to me then. It still does."

Bob has witnessed major changes over the past 50 years. "When I was still in Salt Lake," he recalls, "we had a big celebration because we had reached



\$300,000 in total sales that year. Now a good majority of our salespeople are selling in excess of that every month! Technology has also changed. I couldn't have dreamed back then of the technology that's involved in the sign business today."

The future? "I'm going to work as long as I can contribute," says Bob. "I love working with customers. I've been fortunate enough to work through three generations of the Young family. They've always been very honest and ethical. They've always stood behind their employees. I've been more than just a number on a sheet."

YESCO Gulfport Rebounds and Rebuilds After Katrina

August 29, 2005. Hurricane Katrina slammed into the Gulf states, leaving in its wake a level of devastation rarely seen in the nation's history. YESCO's Gulfport Branch was buried under six feet of salt water, losing vehicles, equipment and materials. Some of the branch's employees lost their homes and virtually everything they owned.

The entire YESCO family went to work and within days delivered truckloads of food, clothing and other goods to the branch. Cash donations were also sent to aid coworkers.

The people of the Gulfport branch have been fighting to return to full operational efficiency. It hasn't been easy. The area experienced a record-breaking, month-long heat wave after the storm. "We did business sitting on cardboard boxes and water coolers in the parking lot using cell phones," said Lonnie Trautman, branch manager. "Now we're back in a partially restored office, but supplies are hard to come by, traffic is a nightmare and phone service is haphazard at best."

Miraculously, the office was functioning at 50% of capacity by early October, and according to Lonnie, should be back to near full operational capacity by the end of December. "It's been amazing to see how strong a group this is and how everybody has helped everybody," Lonnie points out. "And we are so thankful for all the help we've received from other members of the YESCO family."

According to Bill Barlow, Reno division manager, "The Gulfport branch team represents the best of YESCO."

Arizona

Bullhead City Branch
1140 Interstate Pl.
Bullhead City, AZ 86442-7779
(928) 763-8887

Flagstaff Branch
5702 E. Railhead Ave.
Flagstaff, AZ 86004-2422
(928) 526-2028

Phoenix Division
6725 West Chicago St.
Chandler, AZ 85226-3335
(480) 449-3726

Tucson Branch
4110 South Longfellow Ave.
Tucson, AZ 85714
(520) 512-0062

AZ Contractors License No. 073322-007

California

Los Angeles Division
1443 S. Cucamonga Ave.
Ontario, CA 91761-4510
(909) 923-7668

Sacramento Branch
1015 North Market Blvd. Ste. 8
Sacramento, CA 95834
(916) 419-8101

San Diego Sales Branch
6965 El Camino Real 105-681
Carlsbad, CA 92009
(760) 696-9035

CA Contractors License No. 045 250739

Colorado
Denver Division
3770 Joliet St.
Denver, CO 80239
(303) 375-9933

Grand Junction Branch
2244 Colex Dr., Suite D
Grand Junction, CO 81505
(970) 242-7880

Colorado Springs Branch
3626 North Stone Avenue
Colorado Springs, CO 80907
(719) 385-0103

Fort Collins Service Branch
1805 E. Lincoln Avenue
Fort Collins, CO 80524
(970) 472-5466

Idaho

Boise Division
416 E. 41st St.
Boise, ID 83714-6309
(208) 345-2982

Coeur d'Alene Branch
5000 E. Seltice Way
Post Falls, ID 83854
(208) 773-4718

Idaho Falls Branch
1530 W. Sunnyside
Idaho Falls, ID 83402-4357
(208) 522-7558

Pocatello Sales Branch
275 South 5th Avenue, Suite 246
Pocatello ID 83201-3072
(208) 234-2121

Twin Falls Branch
254 Highland Ave.
Twin Falls, ID 83301-7628
(208) 733-1433

ID Contractors License No. C2627-S

Mississippi

Gulfport/Biloxi Branch
10447 Lemoyne Blvd.
D'Iberville, MS 39540
(228) 354-8008

Nevada

Elko Branch
1154 W. Main St.
Elko, NV 89801
(775) 738-5710

Las Vegas Division
5119 S. Cameron St.
Las Vegas, NV 89118-1559
(702) 876-8080

Interiors Division
5119 S. Cameron St.
Las Vegas, NV 89118-1559
(702) 876-8080

Electronics Division
5119 S. Cameron St.
Las Vegas, NV 89118-1559
(702) 944-4550

Reno Division
775 E. Glendale Ave.
Sparks, NV 89431-7215
(775) 359-3131

Tahoe Branch
2412 "A" Curry St.
Carson City, NV 89703
(775) 882-7444

NV Contractors License No. 780

Oregon

Portland Branch
10535 SW Avery Street
Tualatin, OR 97062
(503) 612-6672

OR Contractors License No. 37-51CLS

Utah

Corporate Office
2401 Foothill Dr.
Salt Lake City, UT 84109
(801) 464-4600

National Sales
1148 S. 300 W.
Salt Lake City, UT 84101-3053
(801) 487-8481
(801) 486-1351

Ogden Division
2767 Industrial Dr.
Ogden, UT 84401-3207
(801) 621-4710

Orem/Provo Branch
997 N. 1580 W.
Orem, UT 84057
(801) 226-1600

Salt Lake Division
1148 S. 300 W.
Salt Lake City, UT 84101-3053
(801) 487-8481

St. George Branch
3828 S. 1700 E.
St. George, UT 84790
(435) 628-0350

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