



**NEWS FROM
RockTenn Merchandising Displays**

For additional information:

Kathy McGowan-Carnes

Director of Marketing

RockTenn Merchandising Displays

973-610-2871

kmcgowan@rocktenn.com

RockTenn Merchandising Displays Adds Illuminated Signage Solutions via Agreement with Synergetic Media

Winston-Salem, NC – RockTenn Merchandising Displays has entered into a strategic supply agreement with Synergetic Media, a leading illuminated signage manufacturer with offices in the United States, Canada, and China. Synergetic offers a wide range of custom illuminated signage products that run on both wall outlets and battery power. For RockTenn customers, this relationship further enhances their ability to create high-impact retail signage for their in-store marketing and point-of-purchase display programs.

According to Craig Gunckel, Executive Vice President and General Manager of RockTenn Merchandising Displays, “Our strategic arrangement with Synergetic Media and its high quality point-of-sale (POS) signage products gives our customers a unique offering in the marketplace.” Chris Bazos, CEO of Synergetic Media, adds “We are very excited to have RockTenn as our strategic partner. The company brings a wealth of talent and experience related to innovation and execution of in-store marketing programs.”

RockTenn Merchandising Displays is a leading in-store marketing and merchandising solutions provider. It develops promotional and permanent displays and packaging programs supported by innovative retail marketing services for major consumer packaged goods and services companies and retailers.

About RockTenn Company:

RockTenn (NYSE:RKT) is one of North America’s leading manufacturers of paperboard, containerboard, and consumer and corrugated packaging, with annual net sales of approximately \$2.8 billion. RockTenn’s 10,000 employees are committed to exceeding their customers’ expectations – every time. The company operates locations in the United States, Canada, Mexico, Chile and Argentina. For more information, visit www.rocktenn.com.

About Synergetic Media:

Synergetic Media is a leading manufacturer of illuminated signage products. The company operates in three countries, with facilities in the US, Canada, and China. Synergetic Media's major customers include several Fortune 500 companies in the beverage, entertainment, and fast food industries. Synergetic Media can be reached on the web at www.synergeticmedia.com.

For additional information on Synergetic Media, contact:

David Thomasson
Vice-President of Operations
Synergetic Media
Office: 310-519-7332
Cell: 310-994-5217
dthomasson@synergeticmedia.com



IT'S HPNOTIQ

hpnotiq.com