



LED LIGHTING TO PROVIDE MORE EFFICIENT, GREEN UPGRADE

GEOFF DIEHL, POYANT SIGNS ACCOUNT EXECUTIVE, WINS CONTRACT TO MODIFY HISTORIC CITGO SIGN

FOR IMMEDIATE RELEASE:

NEW BEDFORD, MA (2/5/10): Geoff Diehl, Account Executive for Poyant Signs and candidate for State Representative of the 7th Plymouth District, announced today that a contract had been issued for his company to upgrade the LED (Light Emitting Diode) lighting on the historic CITGO sign overlooking Fenway Park.

Regarding the award of the contract, Diehl said, "Poyant is the largest sign company in New England and has delivered the highest quality signs and service since 1938 – the CITGO sign was built in Kenmore Square in 1940. It seems only fitting that a company with our reputation be allowed to work on a Massachusetts icon that has been around just about as long as us."

Federal Heath Sign Company, an industry leading national provider of custom electric signage is the lead company for the project. Marty Foley, owner of Foley Electric and known to many in the industry as the "Keeper of the Sign," has maintained the sign since 1965 and will act as advisor on the project, as well as handle new electrical feeds and connections required by the upgrade. In 2005, the original neon lighting was replaced with early market LED units that proved not to have the durability or reliability necessary to withstand the demands of New England climate.

The new LED units use only 10 watts of power, which is 6-10 times less than comparable neon signs. This low-voltage circuit makes LED sign wiring safer, plus saves money on operating costs. Also, unlike neon, LED signs do not run the risk of leaking toxic gases (like argon and mercury). CVS and Shaw's Supermarkets, also clients of Poyant Signs, have made the conversion to LED lighting for current and future signage, and have retro-fit many locations with the upgrade.

Added Diehl, "Advances in the technology and materials used to produce the new LED lighting make this the right time to adapt the sign and we are very excited to work on one of the more prominent features of the Boston skyline. And it comes at a time when, based on the challenges in the local economy, we can provide steady work for our installation crews assigned to the job."

The project, which includes a power-wash of the entire sign, removal of the current lighting system and replacement with new LED units and motion controllers, is scheduled to last for approximately 3 months, starting in early spring.

POYANT SIGNS Website: <http://www.poyantsigns.com>

FEDERAL HEATH Website: <http://www.federalheath.com>

CITGO SIGN Facts: <http://www.citgo.com/AboutCITGO/BostonSign.jsp>

ABOUT THE 7TH PLYMOUTH DISTRICT & CANDIDATE GEOFF DIEHL:

The 7th Plymouth District includes all of Abington, East Bridgewater and Whitman. Notable State Representatives from this District include Michael Sullivan, former U.S. Attorney for the District of Massachusetts and former Plymouth County DA, and Andrew Card, former White House Chief of Staff.

This is the first time Geoff Diehl has run for political office and he currently resides in Whitman with his wife, KathyJo, and their two daughters, Kaylee and Emily. He is a graduate of Lehigh University and is an Account Executive with Poyant Signs. Geoff is a member of the Whitman Finance Committee as well as the South Shore and MetroSouth Chambers of Commerce. Mr. Diehl is also an Eagle Scout.

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