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For more information contact:
Gary Close, Vice President of Marketing
Adaptive Micro Systems, LLC
(800) 558-7022, ext. 253
gary.close@adaptivedisplays.com

Milwaukee County Zoo Unveils State-of-the-Art Advertising Sign Technology

Local Companies Join Forces to Create Product for Major Attraction

MILWAUKEE (November 18, 2004) – The Milwaukee County Zoo today announced that it has unveiled a new, state-of-the-art advertising display board located outside of its main entrance on Bluemound Road in Milwaukee. The sign was created through a collaboration between Adaptive Micro Systems, Milwaukee, and Cochran Sign Company, Kewaskum, Wis.

The new Milwaukee County Zoo signage features an AlphaEclipse™ Energy Smart electronic LED billboard supplied by Adaptive Micro Systems. The sign uses 20,000 light-emitting diodes (LEDs) that have the ability to produce 16.7 million vivid colors. Adaptive Micro Systems' innovative advertising system is rated for over 100,000 hours of continuous operation. Cochran Sign Company designed the structural component that supports the LED display board.

Thousands of commuters will see the new Milwaukee County Zoo signage each day. While the possibilities for the sign usage are virtually limitless, the Zoo intends to use the sign to announce upcoming events, special activities and new animal births and acquisitions.

"The Milwaukee County Zoo is committed to working with local vendors," said Charles Wilkenhauser, director of the Milwaukee County Zoo. "We awarded our contract to Adaptive Micro Systems and Cochran Sign Company on several merits among which were overall design, product quality and cost."

“We’re pleased to combine our efforts and talents with Cochran Sign Company to produce a product for one of Milwaukee’s most popular attractions,” said Tom Mandler, president of Adaptive Micro Systems. “Through this exciting partnership, we have created a product that reaches vast audiences at a price that is significantly less than any other advertising medium.”

“Working with Adaptive Micro Systems has been the key to our mutual success,” said Tracy Heron of Cochran Sign Company. “Face it. When it comes to investing in this type of state-of-the-art signage, customers insist on the best products and services on the market. The great working relationship between Cochran Sign Company and Adaptive Micro Systems ultimately translates into many very satisfied customers.”

About Adaptive Micro Systems, LLC

Founded in 1978, Adaptive Micro Systems is the leading supplier of indoor and outdoor programmable LED electronic display systems. The ALPHA® brand is the defacto industry standard for multiple indoor applications as diverse as state lotteries to manufacturing automation. Adaptive’s Eclipse™ brand is fast becoming the popular choice for any outdoor dynamic display need from commercial messaging to integrated transportation information systems. Adaptive leverages its US, Malaysia and Europe manufacturing, sales and service capabilities to provide high value solutions and world-class customer support. For more information visit www.adaptivedisplays.com or contact us at (414) 357-2020.

About Cochran Sign Company

Cochran Sign Company, Inc. is the name customers trust for their signage needs. From our long lasting materials, to well-known professional service and eye-catching designs, customers have relied on Cochran Sign since 1982 for solutions that make sense for their locations. For more information visit www.cochransign.com or call (262) 338-8082.

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Editor’s Note: An electronic photo is available by contacting Dawn Nunemaker at (262) 240-2400 or dnunemaker@vollrathpr.com.