

Contact:

Michele Shaw
Director of Marketing
GFX International
(847) 543-4600
mshaw@gfxi.com

GFX International, Inc.™ Appoints Willem Nieuwboer Chief Technology Officer and Vice President

October 4, 2007, Grayslake, IL – GFX International, Inc., a leading full-service marketing-at-retail design and production firm, recently announced the hiring of Chief Technology Officer and Vice President, Willem Nieuwboer. Effective immediately, Nieuwboer is charged with overseeing the Information Technology team and developing sophisticated data management solutions to better serve the retail industry. A seasoned expert in marketing-at-retail, Nieuwboer has considerable experience working with international Fortune 100 companies including Adidas, Perrier, Coca-Cola, Apple, Disney and IBM.

“Willem has proven time and time again that he has the superior, creative ability to find unique technical solutions to increase efficiencies and profitability for clients.” said GFX President and CEO Chuck Huttlinger. “To stay on the cutting edge, GFX has added Willem to our executive team, ensuring that we will continue to offer our clients the most innovative integration of technology and retail image solutions.”

About GFX

GFX International is a full-service marketing-at-retail design and production firm with in-house manufacturing and logistics capabilities. GFX helps retailers and brand marketers meet sales objectives by designing and producing impactful visual solutions.

###