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***GFX International, Inc.™ Sponsors the Women in P-O-P Benefit
to Fight Breast Cancer for Ninth Consecutive Year***

September 20, 2007, GRAYSLAKE, IL – GFX International, Inc., a leading full-service marketing-at-retail design and production firm, announces its ninth consecutive year as a Gold Benefactor of the Women in P-O-P Benefit to Fight Breast Cancer. GFX partners with In-Store Marketing Expo and Y-ME National Breast Cancer Organization for the industry's only charity benefit.

“GFX is proud to continue our sponsorship of the Women in P-O-P Benefit to Fight Breast Cancer,” said GFX CEO and President Chuck Huttinger.

“This important event provides a unique opportunity for industry leaders to join together and support a worthy cause.”

The 12th Annual Women in P-O-P Benefit to Fight Breast Cancer takes place on Thursday, September 27th at McCormick Place's Lakeside Center in Chicago, immediately following the In-Store Marketing Expo.

About Women in P-O-P

As the industry's only charitable event, the Women in P-O-P Benefit to Fight Breast Cancer has netted more than \$1.2 million over the last 11 years to help thousands of women who have been touched by breast cancer and their families. The efforts and generosity of the Benefit's Corporate

Benefactors, Advisory Committee members and Event Hosts have helped make the Women in P-O-P Benefit a roaring success since its inception.

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.

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