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IDS Menus Continues Rapid Growth With Recent Appointment

Recent appointment bolsters IDS's sales efforts

/24-7PressRelease/ - HOLBROOK, NY, November 29, 2007 — IDS Menus, a division of International Display Systems, Inc., is proud to announce the recent appointment of Michael J. Sepp to the position of Sales Consultant. Michael will spearhead IDS' proactive efforts focusing on non-foodservice applications for digital signage, which include banking, corporate communications, higher education, hospitality and retail.

Michael's strong sales background made him an ideal candidate for the IDS digital signage division. He last worked with Key Bank where he was a District Leasing Manager in their New York City office. Prior to Key Bank, Michael spent six years at IBM where he held various positions in both the Software Group and Global Financing business segment. Michael graduated from Pace University in 1988, obtaining a Bachelor in Business Administration degree with a concentration in Marketing. He also has 20 years of sales experience in technology and leasing that will benefit IDS dramatically.

Bryan Lesseraux, Vice President of Marketing at IDS Menus, speaks about Michael's role within IDS and how he will drive efforts in the hospitality segment. Bryan states, "Mike Sepp is a great fit for IDS Menus as we expand deeper into the Hospitality arena. He's an honest, studious person who goes the extra mile to make sure he's proposing the right digital signage solutions for each and every client."

About IDS Menus

IDS Menus, a division of International Display Systems, Inc., is a full-service manufacturer of high-quality menu displays (digital, indoor, and outdoor) for the food service and related industries. Headquartered in conjunction with its design facility in Holbrook, NY, IDS' mission is "to produce the highest quality marketing displays for the world's food service industry." Since its inception in 1995, IDS Menus has established a robust client base around the world. Some clients of IDS include Aramark Corp., Barnes and Noble, National Amusements Theatres, Starbucks Coffee Co., TCBY and many more. For more information about IDS Menus, call 800-542-9779 or visit www.idsmenus.com. To view a brief video about the benefits Digital Menu boards can bring to your business, visit <http://www.idsmenus.com/digitalwelcome.php>.