

XTREME GRAPHICS & VIRTUAL IMAGES UNLIMITED PREMIERED INFINIDPTH™ PRINT TECHNOLOGY AT THE NATIONAL RESTAURANT ASSOCIATION SHOW.

May 23, 2007

CHICAGO, IL –

Xtreme Graphics, with sister company Virtual Images Unlimited (VIU), premiered a revolutionary printing technology, Infinidepth™ at the National Restaurant Association (NRA) show at booth 7748.

Xtreme Graphics & VIU displayed several examples of the patent pending Infinidepth™ print technology, including large format printed displays and smaller promotional pieces. Infinidepth™ print technology is only available through a select family of companies, including VIU and Xtreme Graphics. Infinidepth™ print technology utilizes tiled background patterns with a foreground element to create an illusion of endless depth. These patterns can be made of geometric shapes or, in most cases, logos.

“This technology will help advertisers in the restaurant industry both grab the attention of their customers as well as reinforce brand identity through reoccurring background patterns of their logo” stated VP of sales, Dave Corey. Corey continued by stating that “by utilizing this new technology, restaurant retailers will be able to set themselves apart from competitors by positioning themselves as a trend setting company, as well as retain the attention of a target consumer 20% longer than traditionally printed signage”.

For more information on Infinidepth™ technology, visit www.viu.com or www.xtremegraphics.com.

ABOUT XTREME GRAPHICS

Xtreme Graphics is the world’s leading provider of high-quality in-mold decorated plastic drinkware. Xtreme Graphics’ focus is to provide a variety of superiorly-printed drinkware and packaging products through the use of high-resolution printing processes. For more information on all of Xtreme graphics exciting products, visit www.xtremegraphics.com.

ABOUT VIRTUAL IMAGES UNLIMITED

Virtual Images Unlimited, headquartered in Los Angeles, California, is the leading provider of high-quality lenticular and specialty printed products. VIU’s focus is to provide a variety of superiorly-printed products through the use of high-resolution printing processes. Captivate your audience today! www.viu.com

ABOUT THE NATIONAL RESTAURANT ASSOCIATION SHOW

The National Restaurant Association, founded in 1919, is the leading business association for the restaurant industry, which is comprised of 935,000 restaurant and foodservice outlets and a work force of 12.8 million employees - mak-

ing it the cornerstone of the economy, career opportunities and community involvement. Along with the National Restaurant Association Educational Foundation, the Association works to represent, educate and promote the rapidly growing industry. For more information, visit our Web site at www.restaurant.org.

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