



FOR IMMEDIATE RELEASE

Peter Lambert of Keyedin Solutions to Speak at World Sign Associates Event

New Technology Company Executive to Deliver Strategic Presentation at Multi-Division Conference in San Antonio on February 3

MINNEAPOLIS, Minn. — Jan. 31, 2012 · Keyedin Solutions, a new company that provides SaaS and consulting solutions for small- and mid-sized businesses, today announced that sales manager Peter Lambert has been invited to speak at the World Sign Associates Midwestern division conferences in San Antonio, Texas, on February 3, 2012. World Sign Associates conferences are designed to bring together leaders in the sign manufacturing and supply industry to pool resources and share best practices. This invitation-only event will bring together approximately 75 ownership-level attendees and is the first time that three divisions of WSA members have met in a single conference. "We're excited that Peter is joining us to share his knowledge and perspective," said John Hipple, Division 6 director of the WSA and president of Joplin, Missouri-based Sign Designs. "The Keyedin Solutions team has an excellent history of understanding the peculiar challenges faced by our member businesses and delivering technology that helps us stay competitive in a very challenging and rapidly evolving global marketplace."

About Keyedin Solutions:

Keyedin Solutions, Inc. was founded by a team of technology leaders with considerable experience in developing and delivering technology applications in areas such as ERP (Enterprise Resource Planning), professional services automation and project management. The company offers both SaaS (Software as a Service) solutions and consulting services to help mid-market organizations gain control and visibility over their resource capability and deployment, streamline workflow processes, increase operational efficiency, and achieve cost savings and improved business performance. Learn more at <http://www.keyedin.com>.

About World Sign Associates

For over half a century, World Sign Associates has brought together leaders in the sign manufacturing and supply industry. The premier organization of its kind, WSA offers a forum for fellowship, support and the exchange of ideas. WSA members adhere to the highest ethical business standards and bring the utmost value to their customers. WSA members are more than trade associates; they are a network of friends and advisors providing assistance and support in a trusted environment. The combined efforts of this key group raise the quality of products and services industry-wide by setting the standards all others follow.

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