



**FOR IMMEDIATE RELEASE: February 25, 2009**

## Sign Company Expands and Commits to Staying in Milwaukee *Sign-A-Rama Milwaukee Bucks Recent Trend*

Sign-A-Rama Milwaukee – a long term staple of Downtown Milwaukee – outgrew their Water Street storefront as their business continued to expand over the years. On March 1, 2009, Sign-A-Rama Milwaukee will more than double its size to 4,300 square feet when it relocates to 272 N. 12<sup>th</sup> Street from its present location on Water Street. In addition to more space, their business growth required a drive-in garage for vehicle wraps and additional parking for customers and employees. It would have been easy to leave Milwaukee behind and “go west” in today’s economic climate and uncertainty over increased cost to Milwaukee businesses, but Sign-A-Rama is committed to expanding in Milwaukee, says Chris Nelesen, owner and manager of the sign business entering its 7<sup>th</sup> year in operation.

“With our desire to stay close to Downtown Milwaukee and the sustained growth in our business, we needed more space and a facility with a drive-in door. Our growing customer base and our commitment to provide our customers with a “one stop” signage service dictated our expansion.” Sign-A-Rama has six (6) full time employees and one (1) part time employee. Kenneth Petershack, Principal at Equity Commercial Real Estate, LLC in Milwaukee, represented Sign-A-Rama on the lease transaction; the Landlord was represented by Dave Barry of Colliers-Barry.

From long-term storefront signs and banners, to real estate development and directional signs, to trade show graphics and vehicle wraps, Sign-A-Rama Downtown Milwaukee utilizes the latest cutting edge sign manufacturing techniques to provide the best results for all types of business signs.

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**About Equity Commercial Real Estate, LLC**

Equity Commercial Real Estate, LLC is a full-service commercial real estate brokerage firm based in Milwaukee, Wisconsin specializing in retail, office, industrial and investment real estate. Equity is also active in pre-development and development consulting. For more information, please contact Kenneth Petershack, Principal, at (414) 727-8000 or visit Equity's website at [www.EquityCRE.com](http://www.EquityCRE.com)

**About Sign-A-Rama Milwaukee**

Sign-A-Rama Downtown Milwaukee offers the personal and responsive sign production customer service of a local, owner operated Milwaukee sign company, backed by the infrastructure, expertise, and sign production resources of the world's largest sign franchise. From Sheboygan to Racine to Madison and everywhere in between, Sign-A-Rama Downtown Milwaukee offers the greatest value of any sign company in Milwaukee and all of Southeastern Wisconsin, visit their website at [www.milwaukee-signs.com](http://www.milwaukee-signs.com)

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