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SA International and Sign Tracker Announce Web-Application Updates

Salt Lake City, UT – May 12, 2010 – SA International (SAi) and Sign Tracker, the leading providers of business management solutions for the sign industry, today announced important updates to Sign Tracker.

Sign Tracker is a sign business management system that provides customer and sales tracking, estimating, project management, forms, scheduling and more. Originally designed as an Excel-based program, Sign Tracker is now being offered as an easy to use online web application. Recent updates include improved sales tracking, project wizard, additional estimating tools for custom signs and service, and expanded dashboard with a “help and how-to” section.

Joe Arenella created Sign Tracker to address the needs of the sign shop he owned in Austin, Texas. He launched the business in 1998 with a partner, selling signs from his home office with nothing more than two cell phones and a computer to share between them. By the time he sold it 10 years later, the company was exceeding 10 million dollars in annual sales. It was a full manufacturing facility, managing projects that included a national sign program for Family Christian Book Stores and the new Dallas Cowboy Stadium. “The needs of a growing sign shop are demanding and information management is key to success,” Arenella says. “Sign Tracker was born out of the need to manage projects efficiently, estimate consistently and steer the growth in a systematic manner.”

Sign Tracker is now available on Sign.com for as little as \$29.00, \$59.00 or \$99.00 per month, depending on the annual sales of the sign shop using the service.

Sign Tracker is quickly gaining a solid reputation in the Sign Industry. In a recent review, Signs of the Times Magazine praised it as a program that is available “at a fraction of its worth” saying that Sign Tracker is “designed to help [sign shops] manage, analyze and grow their business[es]. [Sign Tracker] is a modern, excellent and easy-to-use system that we recommend [sign shops] explore today.”

For additional information:

United States and Canada call: 800.229.9066
Sign Tracker Support and Training: 866-925-5527
Sign Tracker Signup and Product Information: www.sign.com