



**For more information, contact:**

Rosemary Kelly  
Marketing and Communications Director  
Phone: 615-467-3143 x123  
rosemary.kelly@uniguest.com

**FOR IMMEDIATE RELEASE**

**“Signs” of the Time: Digital Signage Entrepreneur Joins Uniguest**

*Nashville entrepreneur Jeff Pennington to oversee Uniguest Digital Signage Division*

**NASHVILLE, Tenn. (Oct. 12, 2009)**—Local entrepreneur and founder of Dynamic Digital Designs (DDD) and POP Media, Inc. Jeff Pennington recently joined Nashville-based Uniguest as the Director of Digital Signage. Through the development of new ideas and software solutions, Pennington brings the high-tech offerings of Uniguest Digital Signage to companies across the country.

“Jeff is going to help lead Uniguest into the future,” said Shawn Thomas, CEO and Co-Founder of Uniguest. “Digital signage is everywhere. Jeff’s entrepreneurial spirit, industry knowledge, and passion for innovation will be invaluable.”

A Nashville native, Pennington brings several years of professional experience and leadership. After graduating from the University of Tennessee, he joined Horizon Wine & Spirits, where he exceeded company goals and created innovative marketing and sales strategies. He also was honored with the Horizon Sales Excellence Award and expanded his client route by 25 percent, resulting in more than \$2 million dollars in revenue during his final year with the company.

Using his industry experience and knowledge in both the distributor and restaurant worlds, Pennington launched POP Media in March 2007. The company focused on creating software for both restaurants and retail wine stores that provided key product information to consumers. Following the success of POP Media, he launched DDD—Nashville’s first indoor digital advertising network. DDD launched its first four screens in December 2007 and managed to grow to 72 screens by April 2009. In June 2009, Pennington’s two companies were acquired by Uniguest.

**About Uniguest**

Uniguest is a diversified company providing print, technology, and specialized services globally for the hospitality, healthcare, and other industries. Products and services include custom printed publications, security software solutions, self-serve kiosk solutions, advertising sales, and help-desk computer support. For more information, visit [www.uniguest.com](http://www.uniguest.com).

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