



Press Release For Immediate Release

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North Kingstown, RI - October 1, 2007 **Icon International Inc.** is pleased to announce we have received the **Target Corporation's Innovative Award of Excellence 2007.**

The award states *"Because outstanding partnerships have always played a role in our success, Target Corporation is proud to acknowledge a select group of vendor partners each year for their extraordinary passion for performance and dedication to the Target brand. With this award, Target recognizes your innovative leadership, superior business practices and commitment to our core strategies of differentiation, value and reliability. On behalf of all Target team members and guests, we extend our sincere thanks for your exceptional support. We look forward to our continued partnership and future of shared success."* Target Corporation's Chairman and CEO, Bob Ulrich signed the award along with other executives of Target Corporation.

Edward Shore, ICON's Chief Executive Officer stated "We are honored to be recognized by Target Corporation, one of the finest companies in the world. Having a 65 billion dollar per year, the top retailer in the United States award Icon International, Innovator of the Year for 2007 says it all! ICON, for over sixty (60) years continues to find ways to create unique designs, incorporating photometry, energy and contractor ease of installation. ICON is committed to creating **"customers for life"**.

On the design of the fixtures, Chuck Reppe, ICON's Product Manager states that "Our fixture is unique in that we have changed the typical round design to an oval shape which gives it a softer and smoother look. The T5 lamp improves the efficiency and the "Super Wet White" powder coating gives the system a very clean look". He goes on to say "It is forward and innovative thinking and the efficiency with which we plan, organize and work together across departments that make ICON a leader in the industry".



Icon International Inc. is a privately held global provider of superior lighting systems, in business for over 60 years. ICON services both industrial and municipal markets with a quick ship program in addition to creating custom fixtures that are dramatic, functional and energy efficient all while meeting construction time frames and budget.

For more information about ICON's products and services please visit www.iconintl.net