



Instant Imprints
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INSTANT IMPRINTS IS STRENGTHENED WITH THE ACQUISITION OF BIZCARD XPRESS, LLC

The strategic business decision adds 22 BCX locations to the 55 existing Instant Imprints centers.

SAN DIEGO, CA - December 19, 2016 – II Transatlantic, Inc, the worldwide parent franchisor of independently owned and operated Instant Imprints Franchise centers, has announced the recent acquisition of BizCard Xpress, LLC., a franchise focused on digital printing and signage.

Founders of BizCard Xpress Daniela Morello, Sal Morello and Guy Morello, expressed their excitement about the future: "We are very excited and look forward to the many positive changes that will take place over the next several months and over the long run to strengthen the level of support and continued enhancement to the system."

In the words of Instant Imprints' CEO, Ralph Askar, "This allows the expansion of the company into territories where Instant Imprints needs some growth representation for our brand - Florida, Virginia, Indiana, Michigan, Texas and Illinois." He believes the addition of new locations will better serve our customers' needs for visual communication options, and will also allow the II brand to strengthen and diversify its print services offering.

The acquisition supports the focus for the future of an aggressive global expansion and what Askar dubs the "Vision 2020" plan: growing the brand to about 500 units with each doing \$500,000 in business annually. Moving beyond the North American borders is also on the horizon.

The BizCard Xpress Management Team has listed a number of benefits to their franchisees as a result of this acquisition:

- Additional revenue streams via new products and services.
- Enhanced marketing programs.
- Joining a larger supported network of franchise owners will create added value for each existing franchise center.
- Greater brand recognition by becoming part of a national and international brand.
- Gifted Stock ownership program for franchises that become part of Instant Imprints Brand

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About Instant Imprints

Instant Imprints is an International franchise brand offering their customers full-service promotional marketing and various visual communication solutions all under one roof: embroidery, signs, custom t-shirts, promotional products and print services. The brand is currently present in U.S. and Canada. Their 55 centers are locally owned and operated in each community, and their franchisees are full of unique ideas on how to help their customers promote. For information, visit instantimprints.com.

About BizCard Xpress

BizCard Xpress has been in the printing industry since 2008 and started franchising in 2010. Home based in Florida, their 22 locations in the U.S. focus on superfast turnaround of digital printing and signs. Their philosophy is to treat their customers with respect, like family, and always ready to help.