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NEWS RELEASE

FOR IMMEDIATE RELEASE

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1st Choice Industries Reports 30% Sales Increase and Hires 18 New Employees, Plans to Add 10 More

Construction Services Division Completes Remodel of Sarasota's Designing Women Boutique

Sarasota, Florida – August 30, 2011 – 1st Choice Industries, a premier provider of construction, property management and business solutions, announced today that its year-to-date sales are up 30 percent over last year, with sales for June and July 2011 increasing \$800,000 over the same two-month period last year. Due to the upswing in business, the company has added 18 full-time employees since January, and expects to add 10 more people to its staff if the current business trend continues. The new jobs include customer service personnel, in-house service technicians, cabinet workers and electricians with salaries ranging from \$12 to \$20 per hour, as well as site supervisors and project managers at \$40,000 to \$50,000 per year.

“We’re pleased to see an increase in business across all of our divisions,” said Gary Simone, CEO of 1st Choice Industries. “We are well positioned for the future, with numerous construction remodel projects underway for major national clients, and several large residential interior design projects locally. Should this current business trend continue, we expect to add 10 more employees to our staff by the end of the year.”

In June and July, the Facilities Services division performed 2,245 repair and maintenance calls across 32 states; the Electrical Services division serviced 382 calls throughout Florida; and the Construction Services division completed remodels of 34 Starbucks coffee shops, 16 Michaels stores, 7 Burlington Coat Factory stores and 2 Under Armour stores. Locally, 1st Choice Industries recently completed a new 27,000-square-foot facility in North Port for Stenten’s Golf Cart Accessories and a major remodel of Designing Women Boutique, a downtown Sarasota consignment shop that raises funds for the area’s arts organizations.

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“1st Choice came recommended to us after we had made several attempts to hire a contractor and had a difficult time even getting a written estimate,” said Pamela Day, Executive Director of Designing Women Boutique. “When we called 1st Choice, a representative was here within 24 hours, and within 48 hours we had a written estimate. Since we are a non-profit they also gave us options that enabled us to reduce our costs. They arrived on time every day, and had the whole project completed in only eight retail days. Our customers love the new remodel, and sales have been very buoyant, even though it’s the off season. We’ve already recommended 1st Choice to others and will continue to do so.”

About 1st Choice Industries

Headquartered in Florida with satellite offices and teams located strategically around the country, 1st Choice Industries is a premier provider of construction, facilities management and professional business solutions. Founded in 1983 in New Jersey, the company moved its corporate headquarters to Sarasota, Florida, in 2004. The company was recently awarded the 2011 Frank G. Berlin, Sr., Small Business Award by the Greater Sarasota Chamber of Commerce. 1st Choice Industries supports national clients across a broad range of industries, including retail, restaurant, hospitality, medical, banking and more. For more information, go to www.1stchoicecorp.com.

Grapevine Communications is a full-service, award-winning advertising, marketing and public relations firm based in Sarasota, Florida, and serving clients nationwide. The firm was awarded the 2010 Frank G. Berlin, Sr., Small Business Award by the Greater Sarasota Chamber of Commerce. For more information, send email to qvest@grapeinc.com or call 941-351-0024.

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