



the image company

# PRESS RELEASE

**FOR IMMEDIATE RELEASE**

## **LSI Industries Inc. Announces Two Key Appointments to Graphics Segment**

NORTH CANTON, Ohio, Nov. 23, 2015 -- LSI Industries Inc. announces the appointment of Jeff A. Croskey as President and W.E. (Buddy) Mayo, Jr. as Sales and Marketing Corporate Vice President of LSI's Graphics Segment further positioning the company to provide relevant, unique and comprehensive graphic solutions to suit customers' evolving needs.

Croskey joins LSI with an extensive background in the signage and graphics industry and will work closely with LSI's Lighting Segment and LSI's Technology Segment to grow the company's position as a leader in Image Solutions. Dennis W. Wells, President and Chief Executive Officer, commented, "I am very excited with Mr. Croskey's addition to LSI's executive team. The world of signage and graphics is changing rapidly and we need smart energetic people working to grow our share in this large addressable market."

Prior to joining the company, Croskey was Vice President and General Manager of Creative Sign Designs of Tampa, FL, and held leadership roles with Goodyear, McNichols Company, Imagine International, and Crestline Homes. He has an MBA from Wake Forest University Babcock School of Management and a Bachelor of Science in Aeronautical/Astronautical Engineering from The Ohio State University.

Mayo brings over 15 years of experience managing identity programs for Fortune 100 companies and in his new role will lead a team of professionals serving Retail, Petroleum/Convenience Store, QSR, Banking, Automotive, Grocery and Pharmacy accounts with comprehensive interior and exterior graphic solutions. New LSI Graphic Solutions President, Jeff Croskey, commented, "I am very pleased to welcome Mr. Mayo to LSI Graphic Solutions' management team as he brings an impressive set of high-level sales and marketing skills which I am confident will contribute meaningfully to our goals and those of our customers."

Previously, Mayo held leadership positions with Principle Group, ImagePoint, Crossmark/Alpha One and Proctor & Gamble, and he received a Bachelor of Science, Communications, from the University of Tennessee.

About LSI Graphic Solutions and LSI Industries Inc.:

LSI Graphic Solutions, headquartered in North Canton, OH and a division of LSI Industries Inc., is a leading visual image company helping global brands and retailers create strong brand identities and meaningful customer experiences through custom interior and exterior environmental graphics and décor programs, unique architectural elements and displays, illuminated graphics and systems, digital engagement solutions and turnkey program management and implementation services.



the image company

LSI Industries Inc. is a U.S.-based manufacturer concentrating on serving customers in North America and Latin America with superior Image Solutions through world-class lighting, graphics, and technology capabilities. The company's major markets include commercial / industrial lighting, petroleum / convenience store and multi-site retail (including automobile dealerships, restaurants and national retail accounts). Headquartered in Cincinnati, Ohio, LSI has facilities in Ohio, Kansas, Kentucky, New York, North Carolina, Oregon, Rhode Island and Texas. The Company's common shares are traded on the NASDAQ Global Select market under the symbol LYTS. For more information visit [www.lsi-industries.com](http://www.lsi-industries.com)

###

Contact:

Melanie Tamulewicz

Marketing Manager

LSI Graphic Solutions

(330) 494-9444 x2035

[melanie.tamulewicz@lsi-industries.com](mailto:melanie.tamulewicz@lsi-industries.com)