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## GRAPHIC SOLUTIONS COMPLETES DESIGN OF DESERT RIDGE TENANT SIGNS

PHOENIX, ARIZONA, JULY 2003 - Graphic Solutions, a full-service graphic design firm specializing in branding and wayfinding for both private and public projects, has completed design of tenant retail signs for Vestar's award-winning new DESERT RIDGE MARKETPLACE, dramatically enhancing the center's unique sense of place.

"Graphic Solutions' creative signage treatments - adding graphic elements, dimensionality and special lighting effects - better express our tenants' personalities and create an exciting, memorable experience for visitors to the restaurants, clubs, cinemas and specialty shops in the 'Lifestyle & Entertainment District,' which is at the heart of Desert Ridge Marketplace," stated Nick Roe, Vestar's tenant coordinator.

Graphic Solutions provided concept design through construction documents and construction administration, and coordinated its work with SGPA Architecture & Planning of San Diego.

Other projects to enhance retail environments and tenant identity include Tustin Market Place, Anaheim Plaza, Del Mar Highlands Town Center, Ocean Ranch (Laguna Niguel) and Uptown District (San Diego).

