



PRESS RELEASE

DeLand, Florida, August 30, 2010 –

Today Ideal Deals, LLC announced that it has acquired the operating assets of Ideal Aluminum Products, LLC in DeLand Florida on August 26, 2010 out of bankruptcy. Ideal Deals, LLC is operated by Douglas J. Brady. Ideal Aluminum, located in DeLand, Florida, designs and manufactures a best in class selection of aluminum fences, railing and gates.

The new company will continue to operate under the name of Ideal Aluminum Products through the leadership of Doug Brady. Brady was most recently the Chief Financial Officer for Baker Distributing, a \$750 million revenue distributor of HVAC parts and supplies in Jacksonville. He has spent most of his career in the building products space including a tenure as CFO of RMC Industries (one of the largest ready-mix companies in the world). With its dedicated work force, Ideal will continue to offer the same worldwide quality services and products for which it has been known. With a strong pipeline of new orders and increased investment in working capital, combined with its solid team of employees and management, the future of the company is strong. Ideal Aluminum employs over 70 people in its DeLand plant/office location.

To support its focus on the fencing, railing and gates, Ideal Aluminum has reorganized into a stronger, faster and more flexible operation. Further, it will concentrate on strengthening customer relationships. "We will be streamlining to reduce cost from our product offerings to our supply chain," Brady said. "We are developing sophisticated insights into the needs of our customers, which will lead us to the development of new and higher quality products versus the competition, and will allow us to meet the needs of a our customers much more quickly."

ABOUT IDEAL ALUMINUM PRODUCTS

Ideal Aluminum Products manufactures aluminum fences, gates, and accessories. The company's fencing products include residential, commercial, and industrial fences. It also offers railing products for Departments of Transportation, water treatment facilities, parks/trails, bridges, condominiums, marinas/seawalls, retaining walls, stair rails, and balconies. In addition, its gate products comprise estate gates, custom gates, cantilever gates, chain link frame gates, privacy panels, and louver gates. The company has roots back to 1927 and is based in DeLand, Florida.

As part of its communication efforts Ideal Aluminum invites everyone to visit its website www.ideal-ap.com.

For further information, contact Doug Brady, (386) 736-1700.