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NEWS RELEASE

FOR IMMEDIATE RELEASE

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1st Choice Construction Services Completes Knot Awl Beads Shop on Lakewood Ranch Main Street.

MANATEE, FL – September 30, 2010 – 1st Choice Construction Services, a division of 1st Choice Facilities Services, recently completed construction of Knot Awl Beads, a full-service retail bead shop located at 8111 Main Street in Lakewood Ranch.

Knot Awl Beads re-located from a retail shop on SR 70 to the new Main Street location. Shop owner Frances Jensen stated, “This project was like putting together pieces of a puzzle. The store layouts were very different – the new space is almost square, where the old space was long and narrow.” The new store is approximately 1,300 square feet in size and, in addition to retail sales, hosts over 50 classes on topics such as how to create beaded jewelry. Because of the diverse uses, the space required design flexibility.

Jensen continued, “1st Choice Construction made the move easy. The new space was not built-out – I closed my old location in July and in less than four weeks, my new store was open for business. Gary Simone, project manager Richard Simone and his crew at 1st Choice Construction were successful in taking a plain vanilla box and bringing the space to life. And, his level of customer service is unparalleled.”

Bill Jarvis, Commercial Construction VP for Lakewood Ranch Commercial Realty, added, “I rate 1st Choice Construction ‘Class A.’ They are easily the most responsive, customer-friendly company I have had the opportunity to work with. This project was competitively priced and completed early. I give 1st Choice Construction a 5-star rating.”

About 1st Choice:

Headquartered in Florida with satellite office locations in New Jersey and Texas, 1st Choice Facilities Services Corporation is a full-service construction and facilities management company. Founded in 1983 in New Jersey, the company moved their corporate office headquarters to Sarasota, Florida in 2004. 1st Choice employs 68 people, and provides both construction and facilities repair and maintenance services for multi-unit retail, restaurants, convenience stores, and commercial office/medical businesses. To learn more, contact *Gary Simone* at 866-241-0070 or visit www.1stchoicecorp.com.

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Photos attached, shop front of Knot Awl Beads, located at 8111 Main Street, Suite J106 in Lakewood Ranch.

Grapevine Communications, a full-service, award-winning Advertising, Marketing and Public Relations firm based in Sarasota and serving clients nationwide, was awarded the 2010 Frank G. Berlin, Sr., "Small Business of The Year" Award by the Greater Sarasota Chamber of Commerce. For more information on Grapevine Communications, contact Gabriele Vest at 941-351-0024 or email gvest@grapeinc.com.

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