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NEWS RELEASE

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1st Choice Construction Completes Nearly \$1 Million of Remodel and Tennant Build-Out Projects in December 2010

Construction Division Sales Were Up 46 Percent and Total Company Sales Increased 28 Percent over the Previous December

Sarasota, Florida – January 25, 2011 – 1st Choice Construction Services completed nearly \$1 million in remodeling and tenant build-out projects for an impressive list of national clients in December 2010. 1st Choice Construction Services, the construction division of 1st Choice Industries, completed major remodels for such national restaurant chains as Starbucks and Denny's, and for major retailer Michaels Stores.

1st Choice Industries announced that its Construction Services sales jumped 46 percent, its Facilities Services sales were up 30 percent, and total company sales increased 28 percent over the previous December. As a result, the company has hired eight new employees in its Sarasota office and in the field.

"We're looking forward to seeing our sales numbers continue to increase throughout 2011," said 1st Choice Industries owner and CEO Gary Simone. "By continuing to expand on the services we offer our clients – from construction to facilities maintenance to interior design and more – we can offer a full range of services that meet nearly all of their business needs."

About 1st Choice Industries

Headquartered in Florida with satellite office locations in New Jersey and Texas, 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 office headquarters to Sarasota, Florida, in 2004. 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, 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 Jamie M. Smith at 941-351-0024 or email pr@grapeinc.com.

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