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*For Immediate Release*

## **Symon Communications Appoints New Hospitality Solutions Leader**

*Don Fasick has been appointed the new Vice President of Symon Communications' Hospitality Solutions*

**(PLANO, TX – April 1, 2010)** Symon Communications, a global provider of visual communication and digital signage solutions, announced today that Don Fasick has been appointed the Vice President of Hospitality Solutions following last month's retirement of August (Gus) Sansone. Don will be responsible for building upon Gus' highly successful legacy by further developing hospitality industry relationships, increasing hospitality-related sales and securing new hospitality-oriented business opportunities.

Originally formed three years ago following the acquisition of AFS/MessageLink, Symon Hospitality has been building upon MessageLink's near twenty year reputation for providing reliable and high-quality digital signage solutions to the largest hotel brands around the globe. Since its inception, Symon Hospitality has been deploying the newest, state-of-the-art software and hardware, significantly increasing its customer base and greatly broadening its product offerings. Don's addition to the Symon team coupled with Symon's newest high impact and cost effective solutions such as InView Mobile, LobbyView, and 3D LiveView is expected to further strengthen Symon's position as an industry leader within Hospitality.

"Although we are sad to see Gus Sansone leave, we are very pleased to have Don join us at Symon." said Charles Ansley, Symon's CEO and President. "We wish Gus the best in his new endeavors and look forward to working with Don, a long time digital signage industry veteran, to achieve further success in the hospitality sector."

Prior to joining Symon, Don was Regional Vice President and Director of Strategic Accounts at DataStarUSA where he was responsible for developing the company's digital signage go-to-market strategy and business. Previous to DataStar USA, Mr. Fasick was at LG Electronics' Commercial Products division, where he was Director New Business Development and was responsible for developing LG's digital signage strategy, strategic alliances and OEM relationships in the U.S. Preceding LG, Don was Director of Market Development for Peerless Industries where he was responsible for collaborating with clients to develop new products, programs and markets. Don has an MBA from Loyola Marymount University, Los Angeles, and a BS/BA with degrees in Marketing and Transportation/Logistics from The Ohio State University, Columbus.

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### **About Symon Communications, Inc.**

Symon Communications is a leading global provider of award-winning in-venue visual communications solutions. Symon is proud to boast a 30 year history of profitably serving over seventy-five hundred clients, which includes nearly 80 percent of the Fortune 100 and almost 70 percent of the Fortune 500.

Symon's advantage lies within its operating model, which offers customers a single point of accountability for all visual communication implementations along with a state-of-the-art, fully-integrated and proven content management system. Symon's value proposition is centered on providing clients with a visual communications solution that will inform, entertain and/or positively influence a viewer's behavior.

Headquartered in Plano, Texas, Symon's US offices manage sales and support of clients and prospects located throughout the Americas. Symon's European subsidiary, SymonDacon, manages sales and support of clients and prospects throughout the EMEA region. SymonDacon's headquarters are located in Hemel Hempstead, UK.

### **COMPANY CONTACTS:**

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