



KALAMAZOO, MI
APRIL 18, 2023

SLEEPING GIANT CAPITAL INVESTS IN SIGNCOMP

Sleeping Giant Capital, a West Michigan based investment and growth platform, today announced its investment into SignComp (www.signcomp.com), an industry leading provider of framing and tensioning solutions to the sign industry. SignComp designs, engineers, and produces custom extrusions that result in superior, long-lasting quality and the elimination of labor-intensive manual fabrication.

Since its founding in 1986, SignComp has been headquartered in Grand Rapids Michigan. SignComp offers the most extensive inventory in the industry, with distribution throughout North America, Europe, Pacific Rim, Puerto Rico, Mexico, Central and South America. Its custom and proprietary extrusion profiles are designed and developed to fulfill customer's specific applications and requirements.

Concurrent with the investment, Sleeping Giant Capital announced it has backed its CEO-in-Residence Justin Murray who will take the role of President succeeding Jason Lamberts. Murray and Lamberts will hold interest in the company and join the Board of Directors.

"Justin has the character and experience to lead this company and help us achieve our next stage of strategic growth," said Jason Lamberts. "Sleeping Giant Capital's mission, long-term investment philosophy, and internal capabilities made them a perfect partner for this transition."

Murray grew up in East Lansing Michigan. He is a two-time graduate of the Michigan State University Eli Broad School of Business (BBA Finance 2007, MBA 2012) where he also serves on the Advisory Board. Murray led marketing and M&A teams at Mars, Inc. and Stryker and brings to SignComp a track-record of building an impactful culture.

"I am truly honored to lead SignComp and continue its legacy here in West Michigan," said Justin Murray. "We are poised to grow with our talented and experienced team and partners at Sleeping Giant Capital."

"As an industry leader with international reach, SignComp has an exciting future ahead," said Doug Lepisto Managing Partner at Sleeping Giant Capital. "This investment exemplifies our novel approach to create long-term value by empowering West Michigan entrepreneurship, retaining talent, capital, and ownership in our region, and innovating higher education."

ABOUT SLEEPING GIANT CAPITAL

Sleeping Giant Capital is an investment and growth platform based in Kalamazoo Michigan. The firm generates financial, social, and educational returns by investing in West Michigan based companies for the long term out of a 25-year fund. Sleeping Giant Capital empowers professionals to become owner-operators and grow our investments through a platform architecture. For more information visit www.sleepinggiantcapital.com.