



Apogee's Tru Vue Unit Announces Strategic Alliance With Balangier Fine Art & Design

March 31, 2000

Tru Vue's TruGuard(TM) UV Protective picture framing glass will be used by Balangier for its framed art products at the Home Furnishing Buyers show in Highpoint, North Carolina in April, marking a major early success by Tru Vue in the fast-growing pre-framed art market.

MINNEAPOLIS, March 31 /PRNewswire/ -- Apogee Enterprises, Inc. (Nasdaq: APOG - news) announced today that its Tru Vue unit, a leading supplier of picture framing products and a part of Apogee's Glass Technologies business segment, has formed a strategic alliance with Balangier Fine Art & Design, a leading manufacturer of high quality pre-framed art. The purpose of this alliance is to combine the pre-framed art line of Balangier with Tru Vue's picture framing glass products, which protect art against harmful ultraviolet rays. As a first step, Balangier will offer its framed art products with Tru Vue's TruGuard UV Protective glass at the prestigious Home Furnishing Buyers market in Highpoint, N.C. in April.

"The pre-framed art market is a substantial opportunity for Tru Vue and its alliance with Balangier, a highly respected market leader, is an important early step," said Russell Huffer, Apogee's President and Chief Executive Officer. "Pre-framed art is approximately a \$2 billion market, growing at about a 20% annual pace, and Tru Vue's TruGuard UV protection glass is rapidly becoming recognized as an integral part of pre-framed art packages." Tom Graham, Tru Vue's President, commented, "Our alliance with Balangier is a key step in our drive to make UV protective glass the industry standard. Many independently owned and operated frame shops are beginning to make TruGuard their only frame glass option. In addition, a great number of mass-merchandisers throughout the country are switching their entire offering from regular clear glass to Tru Vue's TruGuard Protective glass. The momentum is accelerating and very encouraging."

"Tru Vue's TruGuard UV Protective glass is an attractive way to add value not currently offered as the standard glazing option by our competition," noted Bill Ringier, President of Balangier. "Our alliance with Tru Vue will give us the opportunity to take another vital step forward in our efforts to provide our customers with picture framing products of exceptional quality and unique design."

Apogee Enterprises, Inc. is a world leader in technologies involving the design and development of value-added glass products, services and systems. Organized in two business segments, the Glass Technologies businesses are leaders primarily in architectural glass and high-end glass coatings for the electronics markets, while the Glass Services businesses are leaders in replacement auto glass and building glass services. Headquartered in Minneapolis, the company's stock is traded on the Nasdaq Stock Market under the symbol APOG.

SOURCE: Apogee Enterprises, Inc.