



Announcing:
**Customized Building & Crane Wraps, Displays,
Banners & Billboards**
from
**Y Not Farms, Genstar Signs & Installations,
and 3M Commercial Graphics**

Targeting the North American equine market, and select construction segments with construction hoardings, cranes, and mast climbers.

TORONTO, April 27, 2009 / - Y Not Farms & Equestrian Centre announced the establishment of a unique collaborative endeavour with Genstar Signs & Installations for customized graphics & display solutions from 3M Commercial Graphics.

Using a range of superior 3M graphic and adhesive solutions, Y Not Farms and Genstar will provide customized exterior and interior building wraps and graphics, crane graphics, large and small scale banners and billboards, display graphics, signage, and vehicle & trailer wraps.

Business owners, organizations, and sponsors will have a wide selection of the highest quality graphic solutions to promote their brands, advertise their products, and convey their messages in a big, bold, colourful, and cost-effective manner.

Ron Lubinski's long standing passion for the equine community is clearly evident when he describes this new venture, "For the first time we will be able to offer specialized and customized graphic solutions for individuals, organizations and sponsors in the equine community." said Lubinski, owner and proprietor of Y Not Farms.

"We are extremely excited to partner with 3M to meet the needs of the equine market and particularly to address the specific requirements of the construction segments with construction hoardings and enclosures, cranes, and mast climbers." said John Kotsopoulos, President, Genstar Signs.

"I have worked closely with Genstar on several high profile projects, such as the 2008 and the 2009 CONTACT Toronto Photography Festival" said Jeff Uzbali, Event Sport & Cultural Graphics Specialist, 3M Commercial Graphics. "It was more than a product that made these projects successful - its technical knowledge, organization and team work - and years of on-the-job experience." All three organizations will bring their dedication, integrity, and innovation to create value for the equine community and construction market across Canada.



About Y Not Farms

Y NOT Farms & Equestrian Centre is located on 100 acres of rolling green hills with a majestic view of Georgian Bay near Meaford, Ontario – and is home to arguably the biggest and most exciting Reining event ever staged in Canada. Reining is the fast-growing discipline within the diverse range of equestrian events. Horses perform amazing manoeuvres: 360 spins performed at top speed, full gallops to lopes, and most exciting of all, high-speed stops where the horse plants its rear quarters and slides to a stop with sand spraying everywhere.

Y NOT Farms and Equestrian Centre is more than just another stable and riding facility with arenas, stables and clinics. Y NOT is about ‘horses as companions’, with riders and mounts gaining self esteem and respect. Although Y NOT serves various riding disciplines, its focus ... its dream is Reining. Ron Lubinski’s dream has begun to pay off with accomplishments as a result of that focus: Dun IT YouWon IT, a NRHA Platinum Reiner standing as stud at Y Not Farms, son-Y Not Dunny the first part Arabian Canadian bred Reiner to win a class at Scottsdale part Arabian Futurity.

Y NOT Farms is a pastoral getaway, the perfect place to renew the spirit and soothe the soul. The natural setting of the 100-acre farm has been enhanced with the addition of lilacs and roses along new winding roadways and trails. Meandering between the hills and trails are protected streams and fish habitats teeming with rainbow trout. The property also features numerous bridges and crossings with rustic fencing to protect the stream shorelines for the rainbow trout. You can learn more about upcoming events at Y Not Farms at: <http://www.ynotfarms.ca/clinics.shtml>



About Genstar

Genstar Signs & Installations is your one stop solution offering construction hoardings, site enclosures, and large format printing.

They also supply and install all marketing material, and provide the related construction signage. Genstar excels at projects requiring atypical installations – they design, engineer, and build any associated components to guarantee project success. In addition, their in-house installation department allows for quick response – projects are completed on time and on budget – done right the first time. You can learn more about what Genstar can offer at: <http://www.genstarsigns.com/>



3M About 3M Commercial Graphics Division - Sustainable Innovation: 3M manufactures a broad range of high quality, award-winning products that are designed and tested to provide solutions for a wide range of graphic applications. 3M provides superior film and adhesive technologies such as Controltac and Comply v3 adhesive performance for short term and long term applications such as POP, Display & Graphics, Indoor and Outdoor Signage, Vehicle Graphics, Out-of-Home Advertising, graphics for windows, walls, and floors.

3M has taken a leadership role in environmental sustainability, and 3M Commercial Graphics has the distinction of being an ISO 14001 Certified manufacturer of sustainable and LEED qualified wide-format and light management media for graphics and buildings.

3M products have extensive real world testing, and are backed by the strongest guarantees and warranties in the industry. You can learn more about 3M graphic and display solutions at: <http://www.3mgraphics.ca>

About 3M - A Global, Diversified Technology Company

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms -- often in combination -- to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries.

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit <http://www.3M.com>.

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