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FOR IMMEDIATE RELEASE

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Tru Vue Announces its Choose Conservation & Save Promotion

MCCOOK, ILLINOIS (February 3, 2010) – On March 1, 2010 Tru Vue will launch its Choose Conservation & Save promotion. This promotion is intended to help framers educate their customers on the importance of Conservation Grade 99% UV protection glazing.

During the promotional period, participating framers can give their customers the Choose Conservation & Save Cards while showing the Tru Vue glass display and let their customers choose \$5 off Conservation Clear[®] or \$10 off Museum Glass[®].

The Choose Conservation & Save promotion is completely funded by Tru Vue. Tru Vue will provide the promotion support tools for the program and at the end of the promotional period, participating framers can simply return their customer invoices reflecting the qualifying glazing purchase to receive their rebate from Tru Vue.

The Choose Conservation & Save promotion is available to all independent custom frame shops with retail locations in the United States. *Sign-up is limited* and your store must be registered to be eligible for a rebate from Tru Vue.

To learn more or to register your store for the promotion, please visit the promotion's official website at **www.chooseconservationglazing.com**.

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Tru Vue is a manufacturer of high performance glazing products for the custom picture framing and museum markets. Tru Vue is a leader in both UV protection, as well as anti-reflective and specialty glazing products for these markets. The company is located in McCook, Illinois and Faribault, Minnesota and is a subsidiary of Apogee Enterprises, Inc. (Nasdaq: APOG). For more information on Tru Vue, visit the company website at www.tru-vue.com.