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Magni Celebrates 10 Millionth Gallon with Jubilation & Surprises

May 11, 2011—Detroit, MI—On May 6, 2011, gallons of coating product rolled off The Magni Group’s Detroit production line, just like any other day. What made this day special, though, was that one can produced that day would be deemed the 10 millionth gallon in Magni’s history!

In anticipation of this momentous occasion, a party was planned. What started out as a simple gathering soon became a source of company pride and success. Over 400 employees, partners, clients, family members and special guests from around the world gathered to commemorate this achievement.

“It took Magni 37 years to achieve this milestone,” said The Magni Group, Inc. Founder-Chairman, Dave Berry. “Now, with Magni’s rapid growth, the company is on course to produce one million gallons every year.”

The event featured lavish food, raffle prizes and a number of surprises, including the high-energy Eastern Michigan University cheerleaders who unexpectedly burst through Magni Industries’ closed side doors to get the party started.

“And that was only the first of many surprises of the evening,” said Jen Hall, Magni Marketing. Meanwhile, on the stage, the Berry family stood awestruck as everyone joined them clapping in unison to the dance squad’s routine choreographed to Kool & The Gang’s song “Celebration.”

As everyone anxiously awaited the 10 millionth gallon of coating product coming off the on-site production line, they counted down in true Times Square fashion. Confetti filled the tent, after everyone squeezed off rounds from their six-round, celebratory popper pistols.

To put the icing on the cake, Detroit City Councilwoman Saunteel Jenkins, Oakland County Deputy Executive Phil Bertolini and 13th District Michigan Congressman Hansen Clarke stopped by to pay tribute to Magni’s accomplishment. Speaking of cake, everyone also enjoyed a piece of the giant-sized, four-tier, building-shaped cake.

Once the confetti settled, Magni Group’s President Tim Berry unveiled another off-the-agenda surprise when he presented Dave Berry, company owner, (and dad), with a giant 3.5’x1’, accordion-folded birthday card, signed by every Magni employee from the 20 Magni facilities worldwide.

“It took five months for the card to travel across six continents to collect nearly 400 signatures,” explained Hall. “The card was printed with ‘Happy Birthday’ in seven languages—English, French, German, Japanese, Korean, Portuguese and Chinese.”

To round out the evening, Magni’s house band performed an outstanding one-hour set, live with guest appearances from fellow-Magni musicians. As the final surprise of the evening, Ted Berry, Magni’s Executive VP and singer-guitarist, surprised fellow band mates with customized stools, stickers and coasters imprinted with the band’s logo.

“Only Magni people and our cherished clients can bring such profound energy to an event and make it unforgettable,” said Hall. “Thanks 10 million to everyone who sent well wishes or came out to help us celebrate. It’s a relief to finally have all the special secrets revealed!”

To view the new collection of awards, plaques, crystal cube, signed mementos, etc. in Magni’s permanent historical achievement museum, please visit www.magniindustries.com to request a facility tour appointment.

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The Magni Group, Inc.
Magni Industries, Inc.



Dave and Paula Berry with the 4-tier celebration cake with 1 hour and 32 minutes left until the 10 millionth can countdown. The dynasty-style layer cake represented Magni Industries' building, parts and paint can. Even the sugar-parts were edible! Tim Berry, not pictured, cut the first slice to the booming chant by guests: Cut The Cake! The building portion of the cake was enjoyably consumed before Friday's festivities ended at 8 pm.



Tim Ogonowski, Magni Industries' General Manager brought the 10 millionth can to the stage, dancing to MC Hammer's "turn this mutha out", and the Berry family labeled the can. The can will retire in Magni's museum with the label reading: This Magni Coating Can is Hereby Recognized as the Official 10,000,000th Gallon Produced by Magni Industries, Inc. May 6, 2011 Detroit, Michigan, USA



13th District State of Michigan Congressman, Hansen Clarke (far right) presented Dave, Tim and Ted Berry (L to R) with the 10,000,000 Gallons Achievement Award Celebration Crystal Award after a very powerful speech about Magni's perseverance, the Congressman's dedication in rebuilding big business in Detroit, and the pursuit of the American Dream.



Over 400 Magni guests counted down to the 10 millionth gallon of Magni Coating coming off of the production line. At T-0, over 2700 confetti blasts shot into the air in unison.



The Gov't Officials awarding the Berry Family on-stage are...

Detroit City Councilwoman Saunteel Jenkins, with Spirit of Detroit Pin and Testament of Resolution, Oakland Co Deputy Executive Mr. Bertolini, with Oakland County Proclamation and gave the statistic, "If you stacked all of the 10,000,000 cans on top of each other it would equal 6,660 Empire State Buildings....now that is amazing!" 13th District State of Michigan Congressman, Hansen Clarke with Dave & Ted Berry. The crystal award weighing 45 lbs will join other commemorative awards in Magni's Museum at the Detroit-Hammond facility.