

INSIGNIA SYSTEMS INC/MN  
Form 8-K  
November 27, 2009

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, DC 20549-1004

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**FORM 8-K**

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**CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF  
THE SECURITIES EXCHANGE ACT OF 1934**

Date of Report:

November 27, 2009

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**INSIGNIA SYSTEMS, INC.**

(Exact name of registrant as specified in its charter)

**Minnesota**

(State or other jurisdiction  
of incorporation)

**1-13471**

(Commission  
File Number)

**41-1656308**

(IRS Employer  
Identification No.)

**8799 Brooklyn Blvd., Minneapolis, Minnesota**

(Address of principal executive offices)

**55445**

(Zip Code)

Registrant's telephone number, including area code

(763) 392-6200

(Former name or former address, if changed since last report)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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#### **Item 8.01. Other Events.**

On November 20, 2009, SUPERVALU Inc. announced an arrangement with Valassis Communications, Inc. to develop and execute in-store, at-shelf marketing programs for the SUPERVALU network of company-owned and independent grocery stores. Implementation of the new programs is scheduled for May 1, 2010.

Pursuant to Insignia's existing joint marketing arrangement with Valassis, Insignia's in-store, at-shelf POPS program will be provided to SUPERVALU under the new arrangement. This is expected to result in the addition of over 1,000 SUPERVALU company-owned stores, plus several hundred independent stores, to Insignia's retail network.

#### **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

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**Insignia Systems, Inc.**  
(Registrant)

Date: November 27, 2009

By /s/ Scott F. Drill  
Scott F. Drill, President and Chief Executive  
Officer

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