

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

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549-1004

FORM 8-K

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

Date of Report:

November 27, 2009

INSIGNIA SYSTEMS, INC.

(Exact name of registrant as specified in its chapter)

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)

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:

- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - o 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
