



## **Activate! Promotions + Marketing Acquires Moore Exposure**

Activate! Promotions + Marketing today announced that they have entered into a definitive agreement whereby Activate! will acquire Moore Exposure, the Fayetteville-based promotional marketing company.

The transaction provides Activate! additional capabilities and coverage in North Carolina, and introduces a new segment of business, as Moore has a strong relationship supporting promotional efforts for various U.S. military branches both domestically and overseas.

“I’m excited to have the Moore Exposure team aboard,” said Fred Parker, President of Activate!. “With their emphasis on quality, creativity and customer service, they’re going to be a great addition to the Activate! family.”

Former owner, Jean Moore, and account executives Mark Allen and Harriette “Sweetie” Stewart officially joined the Activate! team September 1.

### **About Activate!**

Founded in 1995, Activate! is a world-class promotional marketing company specializing in custom products and brand marketing. Activate! has won nine Pyramid Awards and an Image Award for Branding from the Promotional Products Association International (PPAI). They have also been honored by the Advertising Specialty Institute (ASI) with Best Client Promotion Awards. Activate! has twice been recognized as one of the industries “Top 10” fastest growing distributors. The Charlotte Business Journal has recognized Activate! on three occasions as one of the fastest growing companies in the region, and in 2009, named Activate! to its list of the Best Places to Work in the Charlotte area. For five consecutive years (2008-2012), ASI’s Counselor magazine named Activate! as one of the “Best Places to Work” in the promotional products industry.

The Charlotte, NC-based company has offices in Houston and Seattle with market coverage in Anchorage, Atlanta, Dallas, Denver, Grand Rapids, New York, Raleigh and San Jose. Warehouse Facilities are strategically located across the United States with additional warehouse facilities in Asia, Canada and the United Kingdom

### **Company Contact**

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