



Activate! Promotions + Marketing and BrandAlliance Team-up to Expand North American Coverage

CHARLOTTE, NC—June 15, 2012—The American-based promotional marketing organization, A Brand Company, today announced that it has signed an alliance agreement with BrandAlliance, a Canadian-based promotional marketing company.

This agreement provides A Brand Company's flagship, Activate! Promotions + Marketing, additional capabilities to service global brands that require a single-source provider across North America. It also allows BrandAlliance, an ASI Top-40 distributor in North America, a stronger presence in the United States.

"In today's increasingly global marketplace, we understand many procurement departments view North America as a single, seamless market," said Fred Parker, CEO of A Brand Company. "This agreement allows us to be a one-stop North American provider for our existing and future clients. It also continues our focus on growth as we build our brand with smart, innovative companies like BrandAlliance."

"There's a saying that goes, 'You're only as good as those you surround yourself with.' By creating strong alliances with the best companies, we elevate our service capabilities to new levels and provide increased value to our clients, suppliers and employees," adds Nick Thompson, President of BrandAlliance.

As a result of the alliance, two new subsidiaries have been formed: BrandAlliance USA and Activate! Canada. From an operations standpoint, BrandAlliance will support Activate! Canada's business on A Brand Company's behalf, and A Brand Company will support BrandAlliance USA's business on BrandAlliance's behalf.

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 from the Promotional Products Association International (PPAI) and has 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 four consecutive years (2008, 2009, 2010, 2011) 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.

About BrandAlliance

BrandAlliance is the largest promotional marketing company in Canada. It was created by the union of leading Canadian distributors that share a common vision, mission, value system and culture.

BrandAlliance has offices in Vancouver, Salmon Arm, Grande Prairie, Edmonton, Calgary, Waterloo, Toronto, Richmond Hill, Quebec City and Montreal.

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