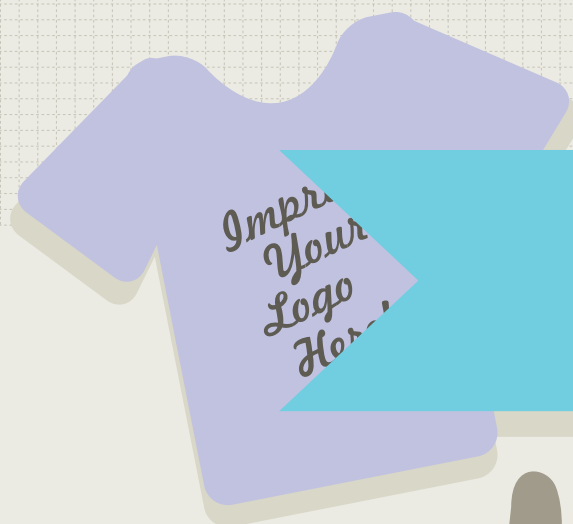
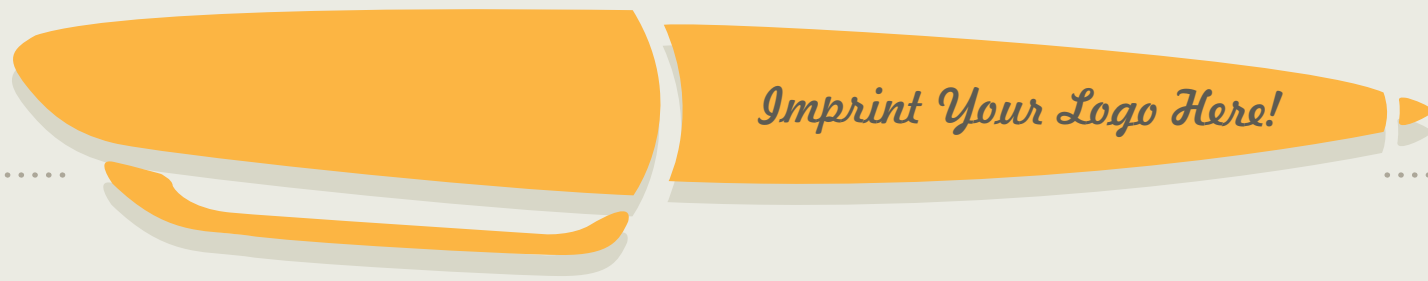


Promotional Products Get Results



Introducing the Promotional Product..... **The Pen**



Proven & Cost Effective



Promotional products beat out prime-time TV, radio and print advertising as the most cost-effective advertising medium available.

Cost Per Impression = \$.005



Promotional products deliver a better cost per impression than virtually any other media. The average CPI of a promotional product equals \$0.005 – That's half of a penny.

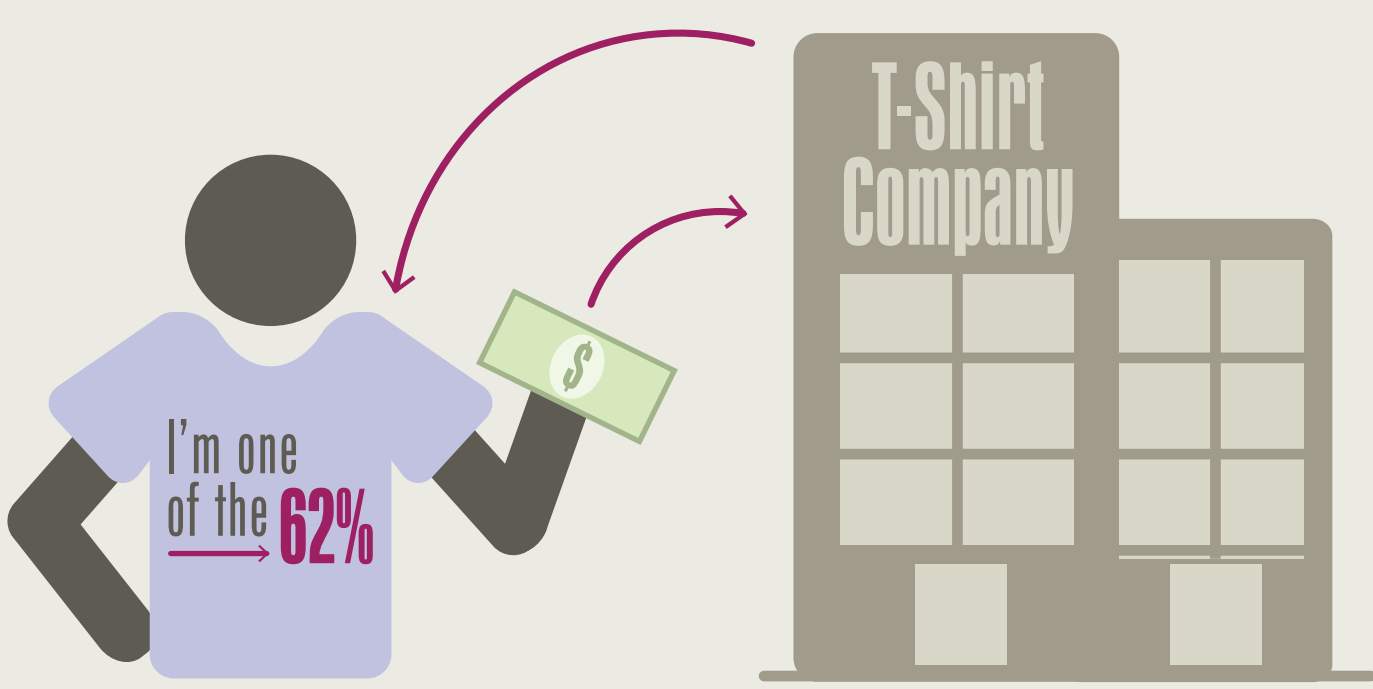
Improved Impressions

More 42% Favorable Impressions

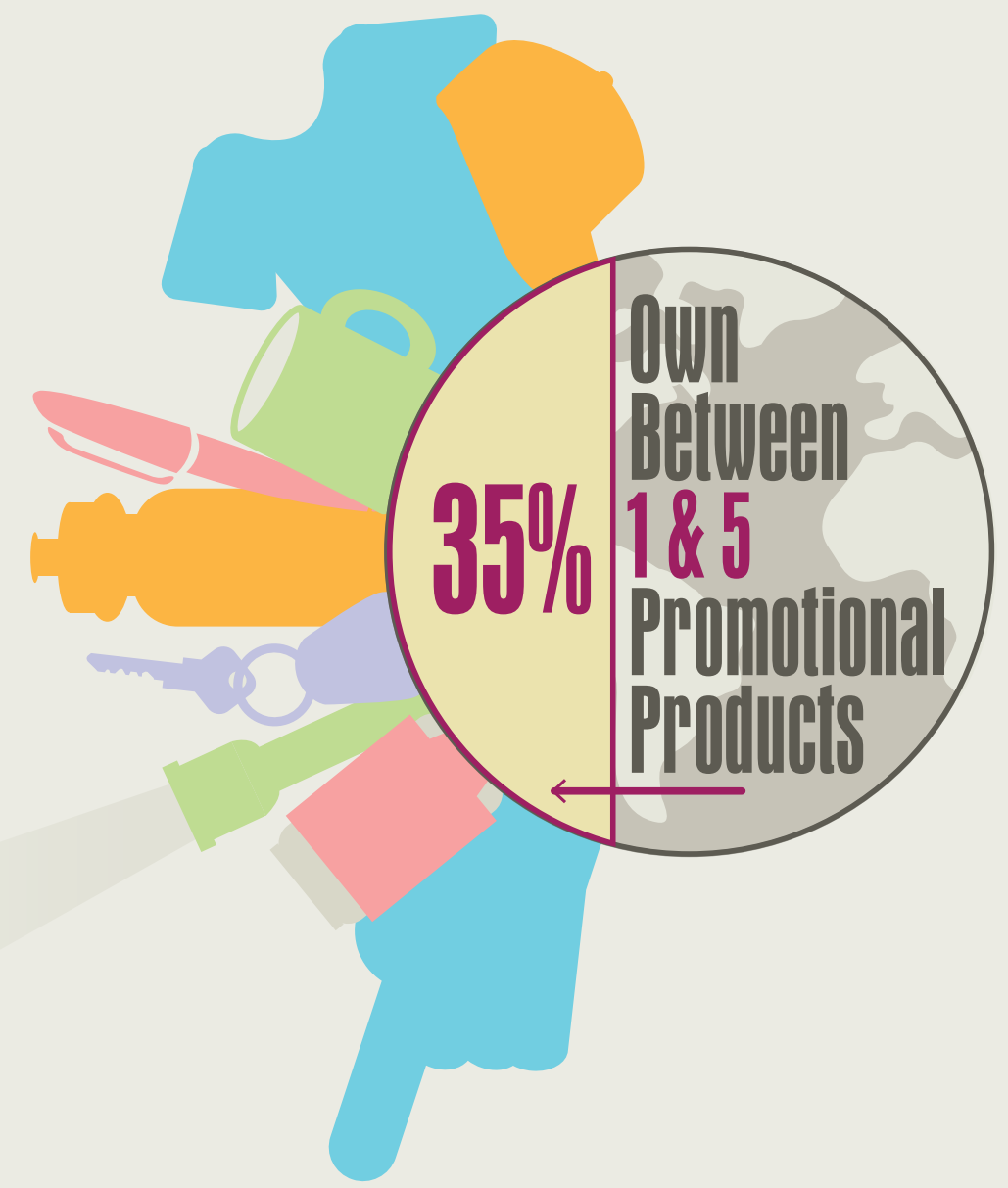
Customers view businesses that gave them promotional products more favorably. 42% had a more favorable impression of the company after receiving the item.



One cent gets you two targeted impressions from your intended audience – an ROI that far surpasses most other advertising media you can use.



Customers buy from the companies that give them promotional products. 62% have done business with the advertiser on a promotional product after receiving the item.



35% Own Between 1 & 5 Promotional Products

Over one-third (35%) of the people viewing this have owned between 1 and 5 promotional products.