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FOR IMMEDIATE RELEASE

HALO/LEE WAYNE ACQUIRES ADVERTISING NOVELTIES GROUP

STERLING, ILLINOIS, March 11, 2009 –Counselor “Top 40” distributor, HALO/Lee Wayne (ASI 356000; PPAI 106462), announces the purchase of the Advertising Novelties Company (The AdNov Group), a promotional products distributor based in Tulsa, Oklahoma in an all cash transaction. AdNov’s 17-member sales team will join HALO/Lee Wayne, selling under the Lee Wayne brand.

According to Marc Simon, HALO/Lee Wayne CEO, “AdNov has successfully served an impressive client base for over seventy years. Their culture of serving their sales force and clients fit very well with the HALO/Lee Wayne service model. We are pleased to have the financial strength in these challenging times to create opportunities for Randy Elliott and his sales team.”

According to Randy Elliott, AdNov President, “We have always had a keen focus on growing our business through service and innovation. HALO/Lee Wayne has incredible marketing tools, and a service platform that will be a substantial upgrade for our customers.”

Operational responsibilities for AdNov will be transitioned to HALO/Lee Wayne’s operational headquarters in Sterling, Illinois immediately.

About HALO/Lee Wayne

HALO/Lee Wayne, based in Sterling, IL., is a leading promotional products distributor in the \$18 billion per year promotional products industry. The Company manages two brands—HALO Branded Solutions and the Lee Wayne Corporation—with a large and growing sales force that offers the best and most competitively priced promotional products supported by world-class operations and customer service.