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RECORD TURNOUT FOR HALO/LEE WAYNE NATIONAL SALES MEETING

ASHEVILLE, NORTH CAROLINA, July 30 –Counselor “Top 40” distributor, HALO/Lee Wayne (ASI 356000; PPAI 106462), concluded their National Sales Meeting here today with record attendance from both account executives and industry suppliers. Over two hundred account executives from the industry-leading firm attended the four-day event, with one hundred and fifteen top industry suppliers exhibiting at a company-only trade show at the historic Grove Park Inn.

The four-day format included two days of intensive supplier presentations from twenty-four of HALO/Lee Wayne’s preferred suppliers, a half-day trade show featuring exclusive specials for attendees, an education day focusing on electronic marketing tools and a proprietary sales training program, and a recreation day featuring tours of the Blue Ridge Mountains, golf, and whitewater rafting. The meeting concluded with an exclusive evening tour of the Biltmore Estate, the most popular tourist attraction in the southern U.S.

Jim Stutz, Executive Vice President of Sales and Business Development for HALO/Lee Wayne noted, “The record turnout is a sign that our account executives realize the challenges of this economy and want to position themselves with the best marketing, sales and supplier knowledge to maximize their opportunities as the climate improves. Of course, it helps that our events always feature great camaraderie and a variety of very fun activities!”

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.