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HALO/LEE WAYNE INTRODUCES NEW CLIENT WEB EXPERIENCE

Asheville, North Carolina, July 27, 2009—HALO/Lee Wayne unveiled dramatic new improvements to their corporate web site—www.haloleewayne.com—today at their national sales meeting at the historic Grove Park Inn in Asheville, North Carolina.

Jim Stutz, HALO/Lee Wayne Executive Vice President of Sales and Business Development, coordinated the project. Stutz commented, “Each year our web site generates thousands of sales leads that result in over \$2 million in sales for our account executives around the country. By combining an enhanced user experience with the latest search engine optimization (SEO) technology our goal is to double the amount of sales leads we distribute directly to our account executives. Our new platform offers the most dynamic user experience available from any distributor in our industry.”

According to Dale Moir, Senior Vice President of IT for HALO/Lee Wayne, “Our new site is the result of months of research and one-on-one interviews with our sales team and current clients and prospects with the focus on enhancing the site-visitor experience. Our new site provides an enhanced shopping experience for site users, market-specific case histories and testimonials for a variety of industries, along with a variety of other qualitative improvements. Our strategy was to use advanced technology to attract clients and prospects to the site, while enhancing the content to differentiate our offering from other industry distributors.”

About HALO/ Lee Wayne

HALO/Lee Wayne, with operational headquarters in Sterling, Illinois, is a leading promotional products distributor in the \$18 billion per year promotional products industry. The Company has a growing nationwide sales force and expects to continue its profitable growth by offering innovative client solutions, priced competitively, and supported by world-class operations and customer service.