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## **FOR IMMEDIATE RELEASE**

### **HALO/LEE WAYNE ACQUIRES RELAY GEAR**

STERLING, ILLINOIS, February 24, 2010 –Counselor “Top 40” distributor, HALO/Lee Wayne (ASI 356000; PPAI 106462), announces the acquisition of the business and operating assets of Relay Gear, LTD (ASI 306686; PPAI 240787), a promotional products distributor based in Columbus, Ohio. Relay Gear’s sales team will join HALO/Lee Wayne, eventually selling under the HALO Branded Solutions brand.

According to Jim Stutz, HALO/Lee Wayne Executive Vice-President of Sales and Business Development, “We have had great success partnering with distributor companies with a strong regional presence and, in the case of Relay Gear, a strong national presence in a niche market. They are poised to use our financial and operational strengths to grow their successful business model.”

Bob Southard, Relay Gear Partner and Vice-President, added, “Our clients’ needs were growing increasingly complex. HALO/Lee Wayne will allow us to offer robust fulfillment and merchandising solutions to better serve our clients.”

Operational responsibilities for Relay Gear will be transitioned to HALO/Lee Wayne’s operational headquarters in Sterling, Illinois immediately, while its sales office will remain in Columbus.

#### **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.