



We make your brand an experience.

BDA RECOGNIZED AS ONE OF THE BEST PLACES TO WORK IN WASHINGTON STATE BY TWO PUBLICATIONS

Seattle Business Magazine and Puget Sound Business Journal Name Nation's Largest Merchandise Agency™ as One of the State's Best Companies in Annual Regional Survey

WOODINVILLE, Wash. – July 9, 2010 – Bensussen Deutsch & Associates, Inc. (BDA), the nation's premier Merchandise Agency™, today announced that it has been recognized as one of the best places to work in Washington state by both Seattle Business magazine and the Puget Sound Business Journal. In addition, BDA was also recognized in a separate survey by the Puget Sound Business Journal as being one of the top 100 mid-sized private companies in its annual corporate ranking. This is the second year in a row that BDA has been recognized by the Puget Sounds Business Journal as being one of Washington state's best places to work.

"BDA has always been guided by a simple philosophy which is to create a work environment where people are fully recognized and rewarded for their efforts," said Jay Deutsch, BDA co-founder and CEO. "Everyone who works at BDA is part of a family and like any strong family, we strive to treat one another with honor and respect. Our employees are the lifeblood of this organization and we are truly honored to be selected as one of the best places to work in Washington state."

Originally founded as Sports Marketing Inc., BDA is recognized as the nation's leading merchandise agency, helping companies, sports leagues and entertainment properties successfully engage consumers and fans through the medium of branded merchandise. BDA's client list includes many companies in the Fortune 500, as well as Major League Baseball and American Idol. The agency's continued growth year after year comes from a winning combination of creative, supply chain management, procurement, fulfillment and distribution offerings, making BDA the industry's only true one-stop shop.

About BDA

Bensussen Deutsch & Associates, Inc. (BDA), the nation's first and only Merchandise Agency™, provides marketing services and customized branded merchandise to Fortune 500 enterprises, major sports leagues and global entertainment holding companies. Clients come to BDA to extend their reach through custom branded-merchandise campaigns, integrated e-commerce marketing, and sports and entertainment sponsorship activation. Global brands such as Bank of America, Dell, GlaxoSmithKline, ExxonMobil, FedEx, Ford Motor Company, and Major League Baseball are but a few of the household names that rely on BDA to bring their marketing campaigns to life through merchandise. BDA attained the coveted Customs-Trade Partnership Against Terrorism (C-TPAT) certification in 2008 highlighting the company's advanced quality assurance practices for importing products from overseas. For more information on the power of merchandise, visit www.bdainc.com.

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