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FOR IMMEDIATE RELEASE

BDA ANNOUNCES DEFINITIVE AGREEMENT TO ACQUIRE EVIGNA

*Nation's Largest Merchandise AgencySM to
Acquire Michigan-Based Top 25 Ad Specialties Distributor*

WOODINVILLE, Wash. – April 28, 2010 – Bensussen Deutsch & Associates, Inc. (BDA), the nation's premier Merchandise AgencySM and recognized leader in sports and entertainment merchandise activation, today announced it has reached a definitive agreement to acquire Evigna, a Michigan-based promotional merchandise distributor that counts numerous Fortune 100 companies as long-standing clients and works with many of the world's most prominent automotive brands including Ford Motor Company, Honda Motor Sports, Land Rover and Jaguar. Other clients include GE, Shell, BlueCross BlueShield, Cummins, WellPoint, Marriott and HBO. The deal is expected to close in May 2010. Full terms are not being disclosed.

"Like BDA, Evigna truly understands the power of branded merchandise. Over the past two decades, they have succeeded in building a complete set of capabilities designed to bring innovative marketing/brand activation campaigns to their clients," said Jay Deutsch, CEO and co-founder of BDA. "BDA will have an opportunity to work with the impressive client roster and amazing brands assembled by Evigna. In addition, their clients will now benefit from the BDA Merchandise AgencySM model that combines unparalleled buying power and a laser focus on safe products and QCA accreditation with more than 26 years of client-focused creativity and innovation. This is truly a win-win for all parties involved."

Founded in 1985, Evigna has grown to become among the nation's top 40 distributors of branded merchandise. Evigna provides a full range of services designed to help its clients bring their brands to life through the creation, manufacturing and delivery of quality branded merchandise. The company has achieved numerous industry distinctions, including recognition as one of the top 100 multi-cultural earners in the State of Michigan and has also been ranked by PROMO Magazine as one of the nation's top 25 promotional distributors.

"For many years we have respected what BDA has built," said Marc Belanski, CEO of Evigna. "We're proud to join the BDA family and are confident we will continue to provide great service to our distinguished clients. This combination will also expand opportunities for our employees, who have worked very hard to bring us to where we are today."

"After spending time meeting many Evigna staff members, I'm excited for this amazing addition to the BDA family and for such a precise fit of two incredible company cultures," continued Deutsch.

About BDA

Bensussen Deutsch & Associates, Inc. (BDA), the nation's first and only Merchandise AgencySM, 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 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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