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FOR IMMEDIATE RELEASE

BDA GROWS BUSINESS WITH COMPLETED ACQUISITION

Nation's Largest Merchandise Agency™ Finalizes Deal to Acquire Evigna

WOODINVILLE, Wash. – May 24, 2010 – Bensussen Deutsch & Associates, Inc. (BDA), the nation's premier Merchandise Agency™ and recognized leader in sports and entertainment merchandise activation, today announced that it has finalized its acquisition of Evigna, a Michigan-based promotional merchandise distributor. Evigna will henceforth be known as "BDA Detroit" and will become a fully integrated part of the company, with senior management from Evigna continuing on with BDA. Full terms are not being disclosed.

"We are fired up to be a part of Michigan and have our newest team members from Evigna officially join the BDA family. Over the years the two companies have shared a similar philosophy of bringing brands to life through the power of merchandise," said Jay Deutsch, CEO and co-founder of BDA. "This deal broadens our opportunities as an organization, while offering a newly expanded client base unparalleled creative, product sourcing, manufacturing and comprehensive delivery services."

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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