



Preferred Premium Supplier for NCAA

FOR IMMEDIATE RELEASE

BDA NAMED AS THE PREFERRED PREMIUM VENDOR OF THE NCAA

*Nation's Largest Brand Merchandise AgencySM Becomes First and Only Licensee
to be Designated as Preferred Premium Vendor by the NCAA*

WOODINVILLE, Wash. – April 27, 2010 – Bensussen Deutsch & Associates, Inc. (BDA), the nation's premier Merchandise AgencySM and the recognized leader in sports and entertainment merchandise activation, today announced it has been designated as the Preferred Premium Vendor of the National Collegiate Athletics Association (NCAA). In this capacity, BDA will develop and execute campaigns that enable the NCAA Corporate Champions and Corporate Partners to fully activate their NCAA partnerships via officially licensed co-branded merchandise, consumer promotions and other key initiatives. Spearheading this effort will be the BDA ProActivationTM Group, a new division within BDA focused on creating brand affinity and building customized sponsorship activation campaigns with teams, leagues and their corporate partners.

"The NCAA is dedicated to helping our corporate partners derive the most value out of their partnership investment," said Peter Davis, NCAA director of corporate alliances. "It's for this reason that we designated BDA as our Preferred Premium Vendor as few suppliers possess BDA's full service capabilities and specific expertise in activation strategies. In addition, BDA has demonstrated tremendous dedication to producing merchandise that exceeds the highest quality and safety standards. Ultimately, this unique expertise will ensure that NCAA Corporate Champions and Corporate Partners will receive unparalleled creative capabilities and key programs to drive their business initiatives forward."

BDA is uniquely positioned to help NCAA sponsors connect with fans and maximize the value from their partnership by leveraging branded merchandise as a key facet of their activation initiatives. The BDA proprietary ProActivationTM model is designed to drive asset value through a mix of custom services that include a comprehensive marketplace analysis, campaign development, product sourcing, purchasing, warehousing, fulfillment and distribution.

"The NCAA is respected across the nation and it is a privilege for all of us at BDA to have an opportunity to work with such an iconic institution," said Jay Deutsch, CEO and co-founder of BDA. "Having worked with nearly every major sports league over the past quarter century, we've developed our ProActivationTM business model to focus on maximizing value for teams, leagues and their corporate sponsors. We are truly honored to be designated as the Preferred Premium Vendor of the NCAA and we look forward to helping NCAA partners design, build and implement the most innovative activation campaigns in the market."

In the Preferred Premium Vendor role, BDA will help activate NCAA partnerships and produce branded merchandise campaigns that will add to the experience of nearly 88 NCAA championships including such notable events in basketball as the Sweet 16 and Final Four, the Men's and Women's College World Series, NCAA College Cup (Division I Soccer) and Frozen Four (Division I Ice Hockey).

About NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org and



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www.ncaa.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions-AT&T and Coca-Cola-and the following elite companies as official Corporate Partners-Enterprise Rent-A-Car, The Hartford, Hershey's, LG, Lowe's and State Farm.

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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