



BDAINC.COM EARNS *BEST IN CLASS* AWARD FROM INTERACTIVE MEDIA COUNCIL

Nation's Leading Brand Merchandise Agency™ Receives Highest IMA Honor

Woodinville, WA – December 15, 2011 — The new Bensussen Deutsch & Associates, Inc. corporate website has been recognized by the 2011 Interactive Media Awards (IMA) for its superior design and user functionality. BDAinc.com was named Best in Class in the Advertising/Marketing category, the highest honor bestowed by the Interactive Media Council.

Launched in May and created entirely by the internal BDA design team, the enhanced site reflects the company's industry leadership position in the promotional merchandise market. It presents detailed information about BDA's portfolio of services and strategic solutions, and offers additional resources for customers, partners and prospective clients.

BDAinc.com received the highest marks in design, content, usability, and a perfect score in feature functionality.

"We're ecstatic over the reception our new website has received from current partners, potential clients and experts in the digital communication space. To be one of the few companies deemed as Best in Class by the IMA demonstrates the value of our people and the quality we deliver," said Jay Deutsch, BDA co-founder and CEO. "Our development and marketing team put together an engaging site that shows how we are continuing to evolve branded merchandise. You come away with a clear understanding of why BDA is the recognized thought leader in our field of advertising."

BDAinc.com presents a visually impactful story, beginning with a company overview and high-energy video on the homepage. The site focuses on the most important parts of the BDA business model—clients and culture—providing a mix of agency capabilities, case studies and industry news.

PowerA.com, BDA's direct-to-consumer retail website in the consumer electronics accessories space, received Outstanding Achievement honors in the Retail category of the IMAs.

The Interactive Media Awards competition places emphasis on organizations involved in designing, developing, managing, supporting and promoting the most innovative websites. The invitation-only IMA judges are leaders in web design, advertising, public relations, publishing, and news. They are proficient in such areas as user interface design, communications and marketing. This year's judges included executives from such organizations as Microsoft, Food Network, TIME, Time Warner, Verizon, Comedy Central and CNN Money.

This is the second win for BDAinc.com in 2011, following recent Best in Show, Gold and Silver W³ awards.

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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