

PRESS RELEASE

MODELING TOPS

For Immediate Release

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When a promotional item becomes a fashion statement that is news. UPN's hit show "America's Next Top Model" needed a bit of visual unity to tie their models' diverse images together in a group shot so they chose a custom halter-top designed and supplied by Best Promotions Inc. of Sherman Oaks, California. With "Top Model" outlined in rhinestones on a figure friendly cotton blend, the halter has proven popular not only with the aspiring models, but with young women across the country. They are buying the tops at their favorite fashion outlets to flaunt their looks with a model's insouciance "Women wear them as a badge of pride in how they look and who they are," says Patrick Gallagher of Best Promotions Inc. "The top is a cross over hit. We can barely keep them in stock," he adds.

America's Next Top Model gives beautiful young women a chance to succeed in the stressful high stakes world of modeling. Tyra Banks' reality series follows contestants from various sizes, shapes and backgrounds, while they live together in a New York loft and compete for a lucrative modeling contract. *America's Next Top Model* has become a record-breaking success for UPN.

Best Promotions Inc. is a professional promotional agency that offers a full range of services from product design to brand management and event planning. For fifteen years Best Promotions Inc. has been famous for its one company, one call promo solution. With its worldwide reach, Best Promotions Inc can supply quality apparel and leather goods to its clients at very competitive rates. Best Promotions is one of America's top suppliers of promotional items for popular TV series, like "CSI," "Survivor," "The Late Show with David Letterman," and "The Amazing Race." Best Promotions Inc.'s line of half a million promotional products is truly astounding from electronic Swiss Army Knives with a USB Memory chip to cell phone signal enhancers to any items used on an office desktop. Brand name goods are available from Cross, Fossil, Nautica, Bose and Panasonic. The products can be seen on their website, www.BestPromotionsInc.com, or in the agency's Sherman Oaks showroom.

In today's cluttered marketplace brand reinforcement is vitally important. "Marketing today is based on number of impressions. When a customer wears one of our clients' shirts, one walk by that customer through a mall will provide thousands of impressions at minimal cost," explains Patrick White, the VP of Marketing for Best Promotions Inc. "Not only are the Top Model halter tops fun to wear, they are great at raising awareness of the show's new cycle," he adds.

Other Best Promotions Inc.'s clients include CBS, Playboy, *The Los Angeles Times*, Hertz, AAA, Holiday Inn, Warner Brothers, MGM, Dodge, Coldwell Banker, The Los Angeles Lakers, Con Agra, Union Bank of California and Samsung. The agency also works as a licensee for UCLA and USC. The Best Promotions Inc. one call solution can be reached at (818) 788-1178

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