

PRESS RELEASE

SAG SWAG

For Immediate Release

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Los Angeles, March 2, 2005

Award shows aren't the only places where actors can get a bag of swag boasting of their industry affiliation. The Screen Actors Guild has just opened an online store chock full of shirts, hats, jackets and accessories that proudly display the SAG logo with its tragicomic mask. In keeping with union policy, all items are made in America by union members, a very important aspect of the product line according to Favel Stoda, Manager of Special Projects for SAG. The intent of the store was to enhance SAG's branding. "We are very selective in the items we offer. Since our members are union actors, not only do the goods have to be stylish so they'd be proud to wear the clothes at the gym, we want them made here by union friendly manufacturers."

The shop is run as a turnkey operation including webpage management, warehousing and fulfillment by Best Promotions Inc. of Sherman Oaks, California. "We tried this in the past, but it never worked for us. There was no way we could do this in house." added Ms. Stoda. "Best Promotions Inc. has been very accommodating, streamlining the process and providing requested design changes overnight."

For fifteen years Best Promotions Inc. has been famous for its one company, one call promo solution. The agency has created on-line stores for Mitsubishi, Wescom Credit Union, and Englebert Humperdink among others. Best Promotions Inc. is a professional promotional agency that offers a full range of services from product design to brand management and event planning.

Best Promotions Inc.'s line of half a million promotional products is truly astounding from electronic gizmos like pedometers, TV's, and power tools, to top grain leather bags and the desk accessories to fill them. Their convention giveaways are proven traffic enhancers. Brand name items 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.

"Marketing today is based on number of impressions. When one of our clients gives away a shirt, not only does the customer feel appreciated, but 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. "In fact the bags and shirts we did for the Palm Springs International Film Festival sold out the first week."

Sometimes Best Promotions Inc. is asked to use its product line to solve specific problems. Amgen needed to coordinate meeting times worldwide for a weeklong session of seminars. Best Promotions Inc. supplied silver clock and calendar sets to all of the seminars' participants as gentle reminders for them to not be late.

Brand reinforcement is vitally important in today's cluttered marketplace, a truism recognized by Best Promotions Inc.'s clients which 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, USC, CSI, The Late Show with David Letterman, and The Amazing Race. The Best Promotions Inc. one call solution can be reached at (818) 788-1178

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