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For Immediate Release

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## **BRAND FUEL PROMOTIONS' 10<sup>th</sup> ANNIVERSARY MARKED BY 18 PERCENT GROWTH AND POP ROCKS**

Morrisville, North Carolina and Norfolk, Virginia- Promotional products agency Brand Fuel Promotions proudly marks its 10th year in business. The company, initially called Clockwork Advertising, started as a four-person shop when childhood friends, Danny Rosin and Robert Fiveash, partnered in 1998. Rapid growth prompted the addition of a second office in Norfolk, Va. and a fulfillment center in Durham, N.C. in 2004. Brand Fuel is now a 32-employee, \$7 million operation.

Brand Fuel's 10 years of continued growth can be attributed to their agency style approach and strong client relationships. Rosin acknowledged, "We would still be taking messages on pink 'While You Were Out' pads and eating Ramen Noodles for lunch if it were not for the relationships we have forged; relationships with our loyal clients, our talented employees, and with each other. Robert and my friendship began almost 30 years ago and it is very much Brand Fuel's bedrock."

Embracing innovation and technology have given Brand Fuel its competitive edge. The company has invested in and enhanced both internal and external IT infrastructure; the convergence is WEB 2.0 programming and processes, social media marketing, and the streamlining of daily business transactions. "These changes prompted company growth by 18 percent, allowing us to appeal to and service clients in a way that most of our competitors can't," Fiveash claims. Such advances paid off when a new partnership with a major open-source CRM developer and a revived client relationship with Blue Cross and Blue Shield of North Carolina took place early in 2008.

Brand Fuel plans to promote its 10<sup>th</sup> anniversary through several events and initiatives throughout the year. January's marketing mailer featured a letter from Rosin and Fiveash, available on [www.brandfuel.com](http://www.brandfuel.com), that reflected upon Brand Fuel's journey over the last 10 years. Commemorative t-shirts printed with the slogan "Raised on Pop Rocks and Evel Knievel" will be given out to clients throughout the year.

The company's award-winning, client appreciation event in May, Rocket Day, included a birthday party theme to help promote the 10-year anniversary.

Web site content and office antics in 2008 have also encompassed the 10-year theme. Sales tips posted on Brand Fuel's Web site and Facebook page come in quantities of 10. Employees in the Morrisville office have even created a special anniversary welcome for clients who visit their showroom.

Brand Fuel is a full-service promotional products agency that helps organizations increase sales and raise brand awareness by coordinating the selection, design, decoration and production of logo merchandise. More information about Brand Fuel and its 10-year anniversary can be found at [www.brandfuel.com](http://www.brandfuel.com).