



September 2, 2008  
For Immediate Release

Meredith Linden  
Marketing Coordinator  
meredithl@brandfuel.com  
(919) 447-4907

### **CREATIVE BUSINESS PRACTICES LAND BRAND FUEL'S DANNY ROSIN A SPOT ON THE HOT LIST**

Morrisville, North Carolina- Brand Fuel's Vice President Danny Rosin named in *Counselor* magazine's Hot List of key players in the promotional products industry. Rosin is one of 37 movers and shakers within the Advertising Specialty Institute (ASI) to be honored by the magazine in its August 2008 edition.

*Counselor's* Hot List is comprised of dynamic individuals who have done something unique or fun to attract attention to the ASI industry. Rosin's creativity and unique business practices played a role in landing him a spot on the list.

According to *Counselor* magazine, Rosin has set himself apart from his baby boomer industry colleagues by keeping the office environment and company promotions unique and fun. The company's annual Halloween costume contest at Waffle House and Rosin's idea to hand out Jell-O shots in Brand Fuel colors at a company marketing event were just two of the reasons for Rosin's spotlight on the Hot List.

Robert Fiveash, president of Brand Fuel and childhood friend of Rosin, believes Rosin's recognition is right on target. "Danny's energy and creativity help drive so much of what we do at Brand Fuel. It's nice to see the industry recognize his contributions, and it's an honor to work alongside such an innovator."

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 can be found at [www.brandfuel.com](http://www.brandfuel.com).