

Brand Fuel Welcomes ASI President Andrews to Rocket Day 2006

Brand Fuel Promotions announces that Tim Andrews, president of ASI, will travel to the firm's North Carolina headquarters as a special featured guest at Rocket Day 2006. Brand Fuel's annual "holiday" event takes place this Thursday, May 4, from 11:30 AM until 2:30 PM, at Brand Fuel's Morrisville offices.

ASI (the Advertising Specialty Institute) is the largest marketing and media organization serving the promotional products industry, with a membership of 20,000 distributors and suppliers of promotional products. Tim Andrews became president of ASI in 2003 and is only the second president in the company's 55-year history. Before ASI, Andrews spent three years at Primedia Inc., the second-largest U.S. magazine publisher, as CEO of its Primedia Business Magazines division. Before Primedia, Andrews spent 16 years at Dow Jones & Co.

Two years ago, ASI awarded Brand Fuel a 2004 ASI Spirit Award for the nation's Best Distributor Self-promotions (Event).

Mr. Andrews will join Brand Fuel's North Carolina-based staff of ** and hundreds of guests for Rocket Day 2006 on May 4, from 11:30 AM until 2:30 PM. During the event, Brand Fuel will showcase new and innovative promotional products for 2006, including more than 50 lines of merchandise. Rocket Day also gives Brand Fuel the opportunity to welcome guests to explore its new and expanded offices and showroom.

Rocket Day will treat guests to a complimentary lunch, live music, a games midway, and drawings for door prizes. The event will be hosted outdoors under a large tent, rain or shine, at 9001 Aerial Center Parkway, Suite 100, in Morrisville, 27560. Brand Fuel invited guests to RSVP by sending an e-mail to rocketday@brandfuel.com.

"We are looking forward to welcoming hundreds of clients and other guests to our new North Carolina headquarters and showroom," said Danny Rosin, co-founder of Brand Fuel, along with Robert Fiveash, and president of the firm's North Carolina location. "We can't wait to help people learn about the newest promotional products and ideas in our industry—and have a lot of fun in the process."

About ASI

Advertising Specialty Institute is the largest media organization serving the promotional products industry, with a membership of 20,000 distributors (sellers) and suppliers (manufacturers) of promotional products. Suppliers use ASI print and electronic resources to promote their products to more than 17,000 ASI distributors. Distributors use ASI print and electronic resources, which contain more than 650,000 promotional products, to locate supplier products and to promote their services to buyers of promotional products. ASI was founded in 1950 and employs a staff of 500. The company offers catalogs, informational directories, newsletters, magazines, Web sites and databases, and provides a variety of interactive business, marketing and selling tools.

About Brand Fuel Promotions

Brand Fuel is a specialty advertising, promotional products, and Web services agency with two locations—one on the edge of North Carolina's Research Triangle Park and another in downtown Norfolk, Virginia. Co-founders Robert Fiveash and Danny Rosin head the agency.

Each Brand Fuel location offers clients a large product and apparel showroom, as well as in-house marketing, graphic design, Web services, and fulfillment services. The agency has more than 1,500 active clients nationwide, including Sentara Healthcare, Red Hat, Inc., Quintiles Transnational, Trader Publishing, Sugar Hill Records, Cogent Communications, SAS, Lowe's Foods, Fleet Feet, and KPMG.

Brand Fuel has ***26*** full-time employees. Learn more at www.brandfuel.com.

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