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Brand Fuel Wins National Web Site of The Year Award

Promotions firm lands industry award for corporate web site and online store technology

May 24, 2005—Brand Fuel Promotions announces that its web site and online stores have been named best in the industry, as recipients of the 2005 Distributor Web Site of the Year Spirit Award.

Brand Fuel accepted the Spirit Award, given by the Advertising Specialty Institute (ASI), during the annual national ASI show in Las Vegas. Brand Fuel's Internet achievements were showcased at the Spirit Awards ceremony, as well as in a spring issue of THE COUNSELOR magazine.

The award recognizes the Brand Fuel corporate site, at www.brandfuel.com, and the design, interface, and programming of the online stores Brand Fuel creates for its clients. A tour of selected Brand Fuel online stores is available at <http://www.brandfuelstores.com/>

Brand Fuel was one of the earliest ad specialties and branded apparel agencies to use the Web for merchandising, having launched a proprietary online stores program for its clients in 1999. Since that time, the firm has consistently emphasized Internet technology, adding Web-savvy employees and opening an in-house fulfillment center for online stores. In 2004 Brand Fuel re-launched its corporate Web site with a new design and seasonal, client-centric features.

Also in 2004, the firm re-developed and launched the design and back-end programming of its online stores application. Today Brand Fuel operates online stores for clients such as Red Hat, Duke Health, UNC Kenan-Flagler Business School, Misys Healthcare, and Operation Smile International.

"ASI's Spirit Awards are a tribute to our industry's most creative, innovative, and dedicated firms," says Brand Fuel co-founder Danny Rosin. "We are pleased to have our Web efforts recognized in that category."

"Our clients simply expect us to make the most of the speed, accuracy, and reach of the Internet," says Brand Fuel co-founder Robert Fiveash. "By using Internet technology smartly, Brand Fuel is able to make online merchandising a trouble-free, turn-key option for them."

Note to editors: Screen shots and interviews with Rosin and Fiveash are available immediately.

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 <http://www.brandfuel.com>.

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