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## **ASI and Counselor Magazine Rank WorkflowOne 13 in Annual Top 40 Promotional Product Distributors**

**Dayton, Ohio, June 2, 2010** — WorkflowOne, a leading provider of managed print and promotional marketing services, today announced that the Advertising Specialty Institute (ASI) and Counselor Magazine has ranked the company as the nation's 13<sup>th</sup> largest distributor of promotional products, rising above their position of 15th in 2008. The ranking is based WorkflowOne's 2009 promotional product revenues of \$82.8 million.

"Once again, we are honored to have been recognized by ASI in the annual Top 40 Distributors rankings," said Tom Rizzi, vice president of promotional products at WorkflowOne. "Promotional products continue to be one of the company's strongest markets, despite a slight decrease in overall industry spending for advertising specialties."

According to ASI, industry revenues reached \$15.9 billion in 2009, a decline in the industry that has seen year over year growth from 2002 through 2008. However, according to the Institute, nearly one-third (30%) of survey respondents reported an increase in sales, up 30% in the third quarter of 2009, up from 19% during the second quarter of the same year. In addition, over one-third (34%) of respondents reported an increase in sales, up 4% in the fourth quarter of 2009. Also, over two-thirds (71%) of distributor firms expect an increase in sales in 2010.

"WorkflowOne has a unique approach when it comes to promotional product sales," said Kevin Kearns, Chief Sales Officer at WorkflowOne. "Rather than simply taking orders, we work closely with our customers to develop measurable campaigns that generate revenue, moving us and the campaign, from our customer's expense line to the revenue line."

### **About WorkflowOne**

WorkflowOne provides business forms and labels, print management, customer communications, marketing services, promotional programs and distribution services for North America's most admired businesses and brands. The company's solutions enable faster time to market, significant cost savings and greater peace of mind. WorkflowOne combines outsourced services and an extended manufacturing network for a unique Dual Network Advantage, which creates better business results for customers. In addition, its core proprietary technology helps eliminate inefficiencies, enables collaboration and connects clients with WorkflowOne. For more information, visit [www.workflowone.com](http://www.workflowone.com) or call toll-free 877-735-4966.

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