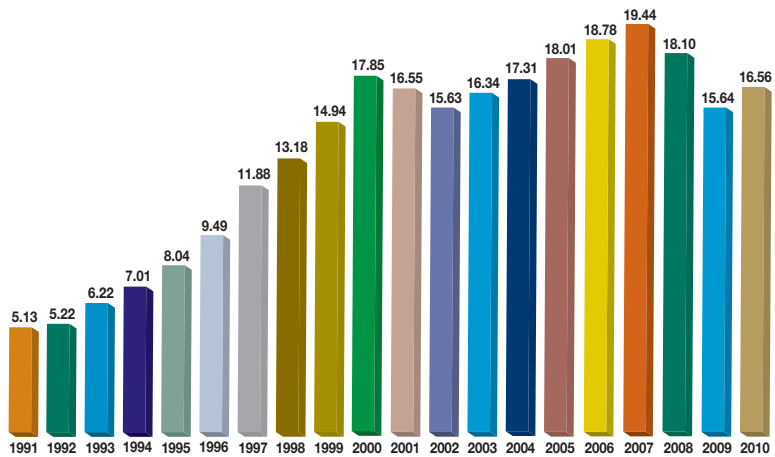


PPAI The 2010 Estimate Of Promotional Products Distributor Sales

The 2010 sales volume figures reflect an increase of 5.89 percent in distributor revenues over 2009. This increase puts promotional product industry's revenues at \$16,560,162,075 up from \$15,638,571,468 in 2009. 2010 saw increases in revenue for both large and small distributor companies. Larger companies with sales of \$2.5 million or more experienced a smaller increase of 2.95% over 2009 while smaller companies saw an increase of 8.86%. This year also saw a decrease in the number of companies in the industry that report promotional product sales. Smaller companies with sales less than \$2.5 million decreased in number from 21,150 last year to 20,800 this year. Larger companies with sales of \$2.5 million numbered to 859 in 2010. The total number of distributor companies counted this year were 21,659 as opposed to 22,007 last year.

INDUSTRY SALES VOLUME IN BILLIONS



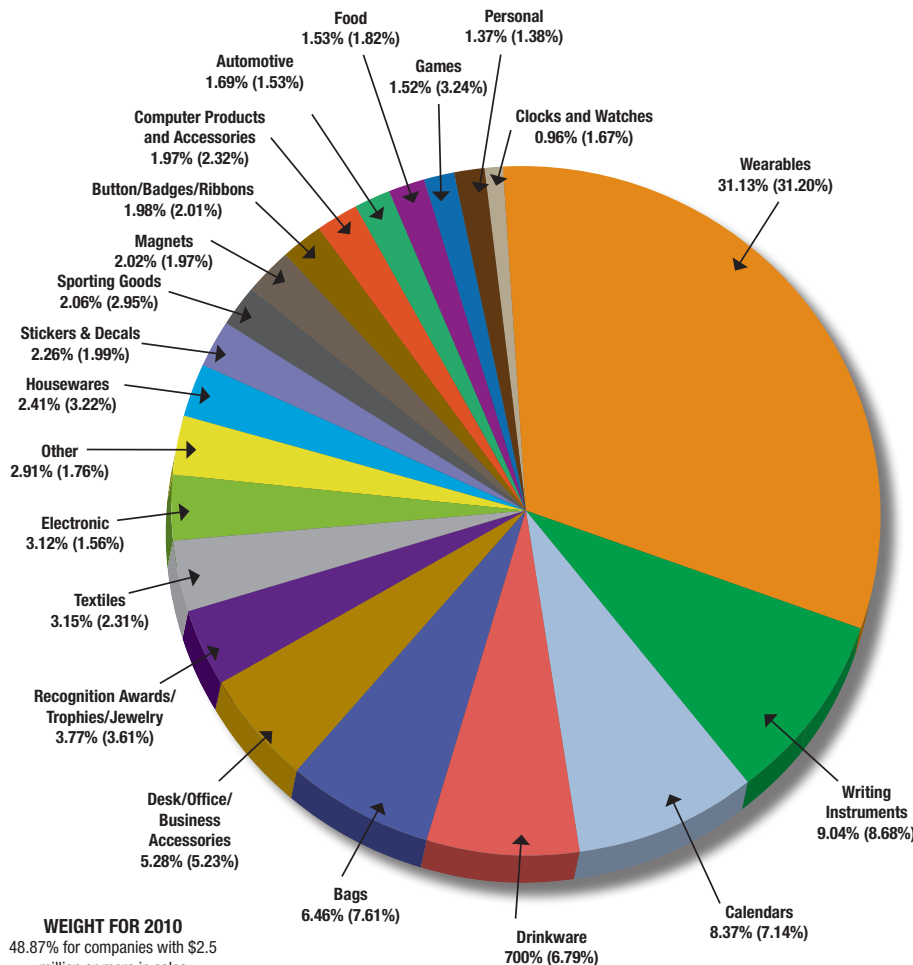
DISTRIBUTOR SALES VOLUME

Distributor Company Size	Number Of Distributor Companies	2010 Sales Volume	% Increase/Decrease In Sales Volume Over 2009
Less than \$2.5 million	20,800	\$8,467,971,200	8.86%
\$2.5 million or more	859	\$8,092,190,875	2.95%
INDUSTRY TOTAL	21,659	\$16,560,162,075	5.89%

How the estimate of distributor sales is obtained: Approximately 15,500 promotional products distributors companies are surveyed by researchers at Louisiana State University and Glenrich Business Studies. A point estimate (mean) is derived and multiplied by the number of small distributor companies (20,800). To prevent distortion, a census of the larger distributor companies is conducted and the sum of their sales is added to the sales volume of the smaller distributor companies to arrive at the sales estimate for the entire industry.

This annual estimate of distributor sales is sponsored by Promotional Products Association International and conducted by researchers at Louisiana State University and Glenrich Business Studies.

2010 SALES BY PRODUCT CATEGORY (2009 FIGURES IN PARENTHESES)



WEIGHT FOR 2010

48.87% for companies with \$2.5 million or more in sales
51.13% for companies with less than \$2.5 million in sales

Note: Percentages may not add up to 100% due to rounding error.

PRODUCT CATEGORY (Includes the following:)

Wearables: T-shirts, golf-shirts, aprons, uniforms, blazers, caps, hats, headbands, jackets, neckwear, footwear, etc.

Writing Instruments: Pens, pencils, markers, highlighters, etc.

Calendars: Wall and wallet calendars, desk diaries, pocket secretaries, etc.

Drinkware: All-glass, china, ceramic, crystal, plastic and stainless steel drinkware

Bags: Tote bags, shopping bags, satchels, gift bags, drawstring bags, cosmetic bags, paper bags, duffel bags, briefcases, etc.

Desk/Office/Business Accessories: Folders, desk pen sets, calculators, non-dated paper products, cubed paper, scratch pads, adhesive notes, stationery, etc.

Recognition Awards/Trophies/Jewelry: Awards, trophies, plaques, certificates, figurines, jewelry, etc.

Textiles: Flags, towels, umbrellas, pennants, throws, blankets, etc.

Electronic Devices & Accessories: Radios, TVs, videotapes, music CDs, phone cards, etc.

Other: No examples reported

Housewares/Tools: Measuring devices, kitchen products, picture frames, household decorations, ornaments, tool kits, first aid kits, furniture, flashlights, cutlery, weather instruments, etc.

Stickers and Decals: Stickers, decals, etc.

Sporting Goods/Leisure Products/Travel Accessories: Picnic/party products, camping equipment, barbecue items, bar products, binoculars, luggage, passport cases, etc.

Magnets: Magnets and magnetic products

Buttons/Badges/Ribbons: Buttons, badges, ribbons, signs, banners, etc.
Computer Products and Accessories: Mouse pads, monitor frames, disk carriers, wrist pads, software, etc.

Automotive Accessories: Key tags, bumper strips, road maps, floor mats, window shades, etc.

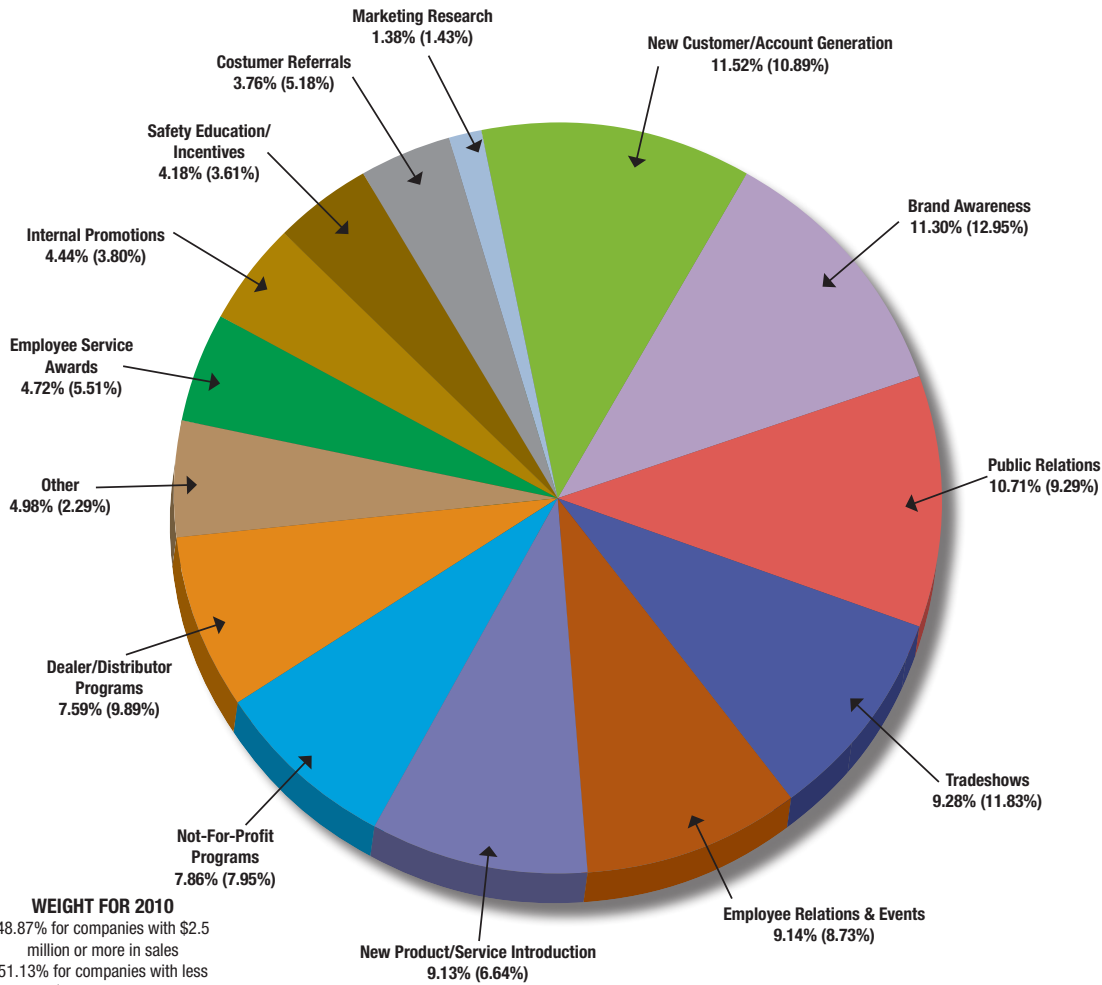
Food Gifts: Candy, nuts, gourmet, meat, spices, etc.

Games/Toys/Playing Cards/Inflatables: Kites, balls, puzzles, stuffed animals, etc.

Personal/Pocket-Purse Products: Pocket knives, grooming aids, lighters, matches, sunglasses, wallets, etc.

Clocks and Watches: Clocks, watches, etc.

2010 SALES BY PROGRAM CATEGORY (2009 FIGURES IN PARENTHESES)



PROGRAM TYPE (Includes the following:)

New Customer/Account Generation: New customer or new account generation

Brand Awareness: Promotion of brand awareness and brand loyalty

Public Relations: Corporate involvement with community, fundraising, sponsorship, school programs, media relations, corporate image

Tradeshows: Tradeshow traffic generation

Employee Relations & Events: Morale and motivation, corporate/employee events, employee orientation, organizational commitment/corporate identity, corporate communication, employee training (other than safety), employee referral programs

New Product/Service Introduction: New product or service introduction

Not-For-Profit Programs: Not-for-profit use for fundraising, public awareness campaigns (health, environment, public safety, etc.)

Dealer/Distributor Programs: Dealer incentives, co-op programs, company stores

Other: No examples reported

Employee Service Awards: Anniversary recognition, service awards, etc.

Internal Promotions (Incentive; Non-Safety): Sales incentive, TQM/quality programs, productivity, inventory reduction, error reduction, attendance improvement

Safety Education/Incentive: Employee safety and education

Customer Referrals: Customer referral incentive programs

Marketing Research: Marketing research, survey and focus group participation programs

WEIGHT FOR 2010
48.87% for companies with \$2.5 million or more in sales
51.13% for companies with less than \$2.5 million in sales

Note: Percentages may not add up to 100% due to rounding error.

ONLINE SALES OF PROMOTIONAL PRODUCTS – A LOOK BACK

* ONLINE SALES ARE DEFINED AS SALES RESULTING FROM ORDERS PLACED THROUGH AN ONLINE STORE OR WEBSITE.

	2008	2009	2010
Total online sales of promotional products for companies with less than \$2,500,000 in sales	\$1,500,877,922	\$1,253,115,203	\$1,365,036,957
Total online sales of promotional products for companies with sales of \$2,500,000 or more	\$1,377,168,383	\$1,192,374,689	\$1,351,856,824
TOTAL	\$2,878,046,305	\$2,445,489,892	\$2,716,893,781

SEGMENTING INDUSTRY SALES BY SIZE OF COMPANY

Size Of Company	2007	2008	2009	2010
Less than \$250,000	\$1,334,940,007	\$1,614,791,538	\$1,449,394,342	\$1,431,535,859
\$250,001-\$500,000	\$1,679,156,396	\$1,424,289,012	\$1,141,927,375	\$1,426,080,834
\$500,001-\$1,000,000	\$2,359,786,050	\$2,480,709,538	\$1,657,285,743	\$1,945,140,287
\$1,000,001-\$2,500,000	\$4,726,981,561	\$4,532,599,412	\$3,529,885,418	\$3,665,214,220
\$2,500,001 or more	\$9,339,973,533	\$8,048,909,308	\$7,860,078,590	\$8,092,190,875
TOTAL	\$19,440,837,547	\$18,101,298,808	\$15,638,571,468	\$16,560,162,075