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Proprietary



Ten Reasons Why You Should Make Promotional Products an Integral Part of your Marketing Solutions :

- 1. Because promotional products keep working for you 24/7—they remain in front of clients' or potential clients' eyes for months or sometimes years.*
- 2. Because promotional products are not zapable—clients or potential clients can't 'change the channel' or 'tune to another station' when the mouse pad, coaster, t-shirt, magnet, pen, mug, cap, calendar, jacket, tote bag, key ring, etc. is in their vicinity.*
- 3. Because customers are demonstrably more loyal if they receive a gift—you remain top-of-mind longer than running, say, a 15 second radio ad or a print ad that may hit the recycling bin after 20 minutes.*
- 4. Because customers tend to value gifts or 'free stuff' more than a similar or even greater cash payment or discount.*
- 5. Because promotional products come in an endless variety, there is room for a lot of creativity and Promotional Products Marketing Solutions will never become repetitive and boring.*
- 6. Because people like gadgets and these have intrinsic value in and of themselves beyond the value they create by promoting clients to their customers or employees.*
- 7. Because promotional products can be co-branded; that is, shared between companies that synergistically promote each other to their respective client bases.*
- 8. Because promotional products can also include a call to action, which then allows the campaign to be tracked and measured including measurement of ROI (Return on Investment).*
- 9. Because promotional products lend themselves well to Internet-based Marketing Solutions, which allows the industry to take advantage of the Internet's ability to lower costs, improve efficiency, effectiveness, tracking and research.*
- 10. Because promotional products can not only be given away but sometimes sold because there is retail or wholesale demand for them thereby leveraging client investments many times over.*

Please contact us 24/7 for more information:

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