



**August 22, 2006**

FOR IMMEDIATE RELEASE

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## **One of the Largest Promotional Marketing Agencies in the Midwest Created in South St. Paul**

Two of Minnesota's premier promotional marketing agencies are pleased to announce a merger effective March 1<sup>st</sup>, 2006. Creative Promotions International and James Group Solutions have combined resources to create one of the largest promotional marketing agencies in the Midwest: 20/20 Promotions, located at 135 Grand Avenue East, South St. Paul, MN.

20/20 Promotions is a multi-faceted promotional marketing agency that united two companies with a combined 60 year history of delivering promotional marketing success and corporate identity solutions. The new firm will continue to build on this rich history of success by offering promotional marketing solutions that are characterized by strategic thinking, creative promotion and cost-effective delivery. 20/20 Promotion's core business offerings are brand promotion, performance management/loyalty and recognition programs. The creation of 20/20 Promotions offers:

- Enhanced Sourcing Capacity
- Expanded Technological Infrastructure
- Increased Warehouse and Fulfillment Capabilities
- In-house Embroidery Services

The move to South St. Paul allows for current expansion and provides room to grow. It will also generate a significant number of new jobs in South St. Paul. According to Mayor Beth Baumann, "We are thrilled that 20/20 Promotions have chosen to expand in South St. Paul and are bringing new jobs to BridgePoint Business Park." Jim Ryan, CEO of 20/20 Promotions explains "We have a prime location with excellent freeway access and our facility has the

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capacity to facilitate anticipated growth. We are also excited to be part of the redevelopment effort in the area.” The company plans to invest significant financial resources into the facility.

Of particular note, 20/20 Promotions has recently completed the implementation of a “just in time” delivery model for corporate-branded products. Rather than requiring pre-finished inventory to be brought and stored until use, the 20/20 model allows product to be ordered via the web, sourced through a strategic supplier network, decorated and directly shipped to the buyer or end-user. This model reduces liability and shipping costs while enhancing flexibility and choice.

When asked about the new name, company owner and former Carlson Marketing CEO, Jim Ryan said, “Marketing is about vision, 20/20 is perfect vision, we help our clients clearly see what is possible.”

Direct all company inquiries to 651-552-5407.