



SupplyLogic Extends Benefits of Managed Services to Promotional Products

Hauppauge, NY, April 19, 2010 SupplyLogic, a leading provider of technology-enabled print management services and marketing solutions, announced today that it is launching a new business unit focused on promotional products. The new business unit, known as SupplyLogic Promotions, is a natural extension of the firm's success in managing outsourced print services and it was formed based on client demand.

To ensure the success of the new unit, SupplyLogic entered into a strategic alliance with an established and highly-respected New York City-based promotional products distribution firm with more than 50 years of industry expertise.

"Establishing a promotional products offering is a logical and natural extension of SupplyLogic's core managed services," according to Kevin Sherlock, Founder and CEO of SupplyLogic, Inc. "We look forward to replicating our success with print management in the promotional products category, which is even more fragmented and under-managed than print in most companies. We will use our expertise in sourcing for best price and quality, along with our online technology and ability to analyze enterprise-wide category spend and guarantee substantial savings to quickly provide value in the promotional and premium item space for both existing and new clients."

Key client benefits of managed promotional product services include:

- Guaranteed savings
- Access to deep industry expertise
- Improved brand management and control
- Professional customer service
- Custom web-based portal for easy ordering
- Detailed reporting and compliance with business rules
- Reduced accounting complexity through vendor consolidation
- Reduced Total Cost of Ownership

About SupplyLogic

SupplyLogic is a leader in the growing field of technology-enabled print and marketing supply chain management. We guarantee our clients significant hard cost savings from our print management services, along with improved speed and control over the entire process. Our high impact marketing solutions (including variable data printing, personalization and response URLs) help our clients control their branding and improve marketing effectiveness. We manage all aspects of production to ensure that every job produced by our vendor-neutral trade network of high-quality, low-cost vendors will meet or exceed client expectations. We work as a complementary extension of our clients' purchasing and marketing teams. Our clients include major retailers/e-commerce firms such as 1-800-Flowers, colleges and universities, banks, financial institutions, manufacturers and franchise organizations.

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