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April 4, 2007

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Two Winners Match the Tassel In Bodek and Rhodes Magic Carpet Show Promotions

Two lucky winners brought the tassel which matched the magic carpet displayed at Bodek and Rhodes Arabian Nights-themed Brands Bazaar booth at the four major year-start trade shows.

The Stitch-n-Print Company of Twin City, GA and Daytona Sportswear from Holly Hill, FL claimed samples of every new UltraClub product in the 2007 collection in their choice of color and size after redeeming the lucky tassels cut directly from the rug on display.

Thousands of pre-show registrants at the PPAI Show in Las Vegas, and the Imprinted Sportswear Shows in Long Beach, Orlando & Atlantic City, received a mailer showing an actual tassel through a window envelope. The promotion asked respondents to visit the booth with their tassel to see if it was a match to the carpet on display. 5 winners were randomly selected per show. Those who brought the random tassel received a consolation prize – a fringed magic carpet mouse pad promoting the firm's newly redesigned website. Guests were then invited to enter the royal tent and feast their eyes on the over 39 new products in the UltraClub line and 5 new brands in a new booth entitled the "Brands Bazaar," set up like a Moroccan marketplace.

"Thousands of people brought the tassels to the booth with them," noted Mary Ellen Pahlka-Hudicka, Bodek and Rhodes Director of Marketing Communications. "It was one of the most successful pre-show promotions we have ever done here. More than 30% of the visitors came with the pre-show promotion in hand. It then teased them to the interactive fun they would have with our booth staffers, with the royal bazaar theme inside the booth."

Bodek and Rhodes created the Brands Bazaar concept to promote that it currently features 32 brands – more brands than any other national apparel wholesaler – adding to its line this year Tommy Hilfiger, Alo, Weatherproof, NYNE and Oxford Golf.

Bodek and Rhodes, noted for its award-winning promotions, exhibits and family-style customer service, proudly serves customers from five national distribution centers in Philadelphia, Orlando, Niles, Michigan, Fresno and Norton, Massachusetts.

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Bodek and Rhodes

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