

FOR IMMEDIATE RELEASE
March 2, 2008
Contact: Mary Ellen Pahlka
1-800-877-9911 ext. 1014

BODEK AND RHODES INTRODUCES NEW MARKETING TOOLS TO GIVE CUSTOMERS A COMPETITIVE ADVANTAGE

PHILADELPHIA, PA—In an effort to aid apparel decoration specialists with even more assertive and professional promotions, Bodek and Rhodes announced a whole host of new marketing tools. The new promotional tools, offered through the company's website, aim to give decorators a promotional edge in a tight economy, and include custom websites and professional showroom displays.

"This year I challenged our team with another mission," explains Mike Rhodes, president. "Yes, make our award-winning service even better. But also help our customers sell more. If we can help their businesses grow through practical sales tools, then we become better partners in their businesses."

For years, customers have been treated to award-winning catalogs as well as promotional deals like a 50% savings on samples of the company's innovative brand, UltraClub, to help them land sales. Now, the company has introduced free customized websites for a limited time for its customers and a selection of new promotional items including swatch cards, signage, selling kits, and showroom displays.

"We were the first apparel company to offer a marketing menu of tools. Now we're going to the next level with things like customized websites, swatch card kits, and showroom displays," says Mary Ellen Pahlka, Director of Marketing Communications. "And this is just the tip of the iceberg. Our clients will continue to be wowed with many additional web-based marketing tools, all housed at www.BodekandRhodes.com. Stay tuned!"

Bodek and Rhodes is one of the nation's leading wholesalers of imprintable apparel and accessories and is a family-owned company headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA, Niles, MI, Fresno, CA, and Orlando, FL, and Norton, MA. More information on Bodek and Rhodes, their marketing tools and the full line of wearables and accessories, is available online at www.BodekandRhodes.com.

###

Bodek and Rhodes

HOME OF ULTRA CLUB®

Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114

Locations: Pennsylvania | Michigan | California | Florida | Massachusetts
800.523.2721 | Fax: 800.531.9626 | www.BodekandRhodes.com