

FOR IMMEDIATE RELEASE
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FOUR WINNERS TAKE HOME IPADS IN BODEK AND RHODES' INTERACTIVE PROMOTION

PHILADELPHIA, PA—During an early-year push to promote their interactive benefits to customers, Bodek and Rhodes, one of the nation's leading wholesalers of imprintable apparel and accessories, announced the winners of their iPad drawing from four recent trade shows. Bodek and Rhodes offered an Apple iPad as a prize in a drawing for all customers who visited their tradeshow booth to highlight their efforts to help customers interact both with the company and with their own clients, including services such as a new, digital catalog at ZOOMcatalog.com, their Apparel Design Studio, and free, personalized websites.

The drawing was held after each of four trade shows, with one winner from each. An iPad prize will be shipped to Raju Sadhwani at Logo Express (the Promotional Products Association International Expo in Las Vegas), Randy Eubanks at Suncoast Marketing (the Advertising Specialty Institute Show in Orlando, FL), and Tim O'Neil at Image Masters and Anthony Luis Lugo from Adpro Imprints Inc. (Imprinted Sportswear Shows in Long Beach, CA and Atlantic City, NJ).

"The iPad is just a symbol of where the industry is headed and we think Bodek and Rhodes is leading the way," says Mary Ellen Nichols, Director of Marketing Communications. "We've introduced so many ways for our customers to interact easily with us—for sales, advice, marketing tips and more—and we also want to help them interact with their clients for easier and more sales."

Already known in the industry for an easy-to-use website, Bodek and Rhodes also recently introduced a Facebook page, a complete digital catalog with no mention of the company so customers can promote it as their own, and what they call their "complete virtual sample tool," Apparel Design Studio. The Studio allows users to create, save, edit, email, and promote designs through the web application and then download high-resolution artwork.

Bodek and Rhodes proudly serves customers from five national distribution centers in Philadelphia; Orlando; Fresno, CA; Niles, MI; and Norton, Massachusetts. More information on Bodek and Rhodes, their full line of apparel and accessories, and the ways they are helping decorators and promotional product companies interact with their clients is available at www.BodekandRhodes.com and facebook.com/BodekandRhodes.

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Bodek and Rhodes

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