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FOR IMMEDIATE RELEASE

Mercury Promotions & Fulfillment Wins 2007 Spirit Award from ASI® As A Top Ten Fastest-Growing Distributor Firm

[Sterling Heights, Michigan] – May 15, 2007 - Advertising Specialty Institute® (ASI), the largest media and marketing organization serving the \$18.6 billion advertising specialty industry, announced that Mercury Promotions & Fulfillment has won an ASI Spirit Award for Top Ten Fastest-Growing Distributor.

The Spirit Awards, a part of the *ASI Show!*® Las Vegas, celebrate innovative marketing, outstanding customer service and honor the fastest-growing suppliers and distributors.

“Congratulations to this year's shining stars,” said Timothy M. Andrews, president of ASI. “Companies honored at the ASI Spirit Awards reflect the entrepreneurial nature, nimble thinking and thoughtful growth strategies that comprise the fabric of our industry and move it forward.”

We are honored to be part of this great industry said Jon Sloan, President & CEO, for Mercury. Most importantly this is about our people and everything they do for their client’s everyday.

About Mercury Promotions & Fulfillment

Mercury Promotions & Fulfillment is a leading innovator in the use of promotional merchandise, consumer sweepstakes promotions, fulfillment services and dependent healthcare eligibility audits as tools to help our clients enhance the value of their brands create new revenue streams and generate significant cost savings. With offices in Sterling Heights (MI), Chicago and NY, Mercury offers clients a complete single source solution to their needs. Offering a unique combination of category of expertise, award winning creativity, and superior client service, Mercury has consistently raised the bar and set new industry standards. For more information, please visit www.mercuryfs.com