

## FOR IMMEDIATE RELEASE

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### **NATIONALLY CERTIFIED WOMAN-OWNED BUSINESS LINJEN PROMOTIONS EXPANDS ITS REACH WITH LAPINE**

LinJen Promotions, Inc. to team with Lapine, Inc. to increase range of services and support available to its customers

**CHICAGO – November 10, 2010** – LinJen Promotions, Inc., a nationally certified woman-owned business offering promotional, recognition and reward products and campaigns, today announced that it has teamed with Lapine, Inc., an award-winning merchandise agency, to increase the breadth of services available to its customers.

Through this strategic alliance, LinJen's customer base will gain access to Lapine's unmatched resources, buying power and expertise within the incentive market. In addition, Lapine's clients will have the opportunity to support a leading nationally certified woman-owned business within the incentive industry.

"At LinJen Promotions, we are committed to offering our clients the very best in promotional products, reward and recognition services," said Linda Heyse-Highland, president and founder of LinJen Promotions. "That is why teaming with Lapine is the perfect fit. Through Lapine, we can broaden our current suite of services to offer our clients more comprehensive campaign and program support."

Through our alliance with Lapine, LinJen will be able to expand upon its safety, sales and loyalty program development services by offering its clients the opportunity to access Lapine's comprehensive resources, which include trend reports, market research presentations, educational seminars and more.

"In today's uncertain economy, it is imperative that companies invest in reward and incentive campaigns that drive business and revenue. That is why at Lapine, we focus not only on delivering unique and affordable products, but on providing the support clients need to be successful," said Noah Lapine, president of Lapine, Inc. "We are excited to offer this support to LinJen by providing its clients with powerful campaign tools based on over 45 years of expertise within the incentive field."

As a nationally certified woman-owned business, LinJen Promotions is also certified as a woman-owned business, as a small business and by the City of Chicago. They are also CMS registered.

"LinJen is passionate about helping our clients accomplish their goals--whether it is improving safe work behavior, increasing sales performance or recognizing a customer/client or employee," said Heyse-Highland. LinJen focuses on creative concepts, "right" product and program selections, theme generation and distribution.

#### **About Lapine, Inc.**

Lapine, Inc. is an award-winning merchandise agency focused on retail sales representation, and premium and incentive sales. Founded in 1962 by David S. Lapine, Lapine is a family-owned business which has grown into one of the most preeminent merchandise agencies in the U.S. today. Lapine offers comprehensive services from premium campaign strategy design, customized branded merchandise development, customer support and educational trend seminars, to retail sales services, distribution and fulfillment. The company is headquartered in Stamford, Conn. and serves customers around the globe, including some of the biggest names in the Fortune 500. For additional information on Lapine, please visit: [www.lapineinc.com](http://www.lapineinc.com).

#### **About LinJen Promotions**

LinJen Promotions is a certified woman owned business nationally and by the City of Chicago. The company specializes in recognition and reward campaigns in the sales, safety and loyalty arenas as well as in eco-friendly and digital promotions. LinJen is fully staffed with knowledgeable sales and customer service people, and has an in-house graphic department and fulfillment capabilities. For additional information, please visit: [www.linjen.com](http://www.linjen.com).

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