



COMPANY, LLC

NEWS RELEASE

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FOR IMMEDIATE RELEASE:



Sweda Earns ASI 5-Star Supplier Rating

Company attributes excellent ratings to outstanding levels of service, quality products, and customer savings, for thousands of orders processed.

CITY OF INDUSTRY, Calif., (Oct. 12, 2009) – Top-20 supplier Sweda Company (ASI# 90305) today announced it has earned an ASI 5-Star Supplier rating—a direct result of the company’s heightened efforts to offer quality and innovative products, unmatched levels of services including their 100% Guaranteed 24-Hr. Service, expanded customer care, and an over 98.5% on-time delivery track record.

“The 5-Star Rating exemplifies how we as a company have truly dedicated ourselves to product excellence, performance, and delivery,” commented Jim Hagan, Sweda President & CEO. “I’m proud to share this honor with our entire team,” he added.

Using a 1-5 numerical scale from very poor to excellent, the areas a distributor can rate are: Overall Satisfaction, Product Quality, Communications, Delivery, Imprinting/Personalization, and Problem Resolution.

For more information, contact Sweda at (800) 848-8417 (6am – 6pm PST) or visit their website at www.swedausa.com.

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About Sweda Company, LLC: Founded in 1976, Sweda Company, LLC. has been recognized for over two decades as a leading top-20 integrated supplier/manufacturer of promotional products for the advertising specialties industry. With headquarters in the City of Industry, CA, the privately-owned company is committed to providing innovative products, competitive pricing, and complete customer care in over 18 product categories including bags, drinkware, computer accessories, writing instruments, stationery, watches, and eco-friendly products. For more information, visit www.swedausa.com.