



COMPANY, LLC

NEWS RELEASE

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FOR IMMEDIATE RELEASE:

**Bruce Curry Joins Sweda as New Upstate New York
and New England Regional Sales Representative**



CITY OF INDUSTRY, Calif., (Oct. 1, 2009) – Sweda Company (ASI# 90305) today announced the hiring of Bruce Curry, formerly of top-10 Suppliers Bodek & Rhodes (ASI# 112380) and Norwood (BIC ASI# 40480) as its new upstate New York and New England Regional Sales Representative.

“With a track record of outstanding sales leadership for over 17 years in promotional products, Bruce brings a wealth of experience and ideas in building customer relationships,” said Suzie Gunsauls, Vice President of Sales. “He is regarded as a person who applies his own personal creativity and enthusiasm as a resource for distributors—especially in helping to generate new ideas,” she added.

“I’m most excited about this opportunity with Sweda because it will allow me to get back to my happiest and most exciting time in the industry,” commented Curry. “I feel privileged to represent a first-rate supplier with the most colorful and innovative product solutions in the industry. I can’t wait to see my customers to tell the Sweda story,” added Curry.

In his new position at Sweda, Curry’s territory will include Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, and the upstate New York area. For more information contact Sweda at (800) 848-8417 (6am – 6pm PST) or visit 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.