



COMPANY, LLC

## NEWS RELEASE

June 30, 2009

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FOR IMMEDIATE RELEASE:

### **Follow Sweda on Twitter & Facebook**

*From employee match races to crazy product specials and other fun stuff, Sweda will post it on Twitter & Facebook*

CITY OF INDUSTRY, Calif., (June 30, 2009) – With pages on Twitter and Facebook, Sweda Company (ASI# 90305) is now chronicling company happenings from the ridiculous to the sublime—and everything in between, such as impromptu employee match races, exclusive product specials, company news, business-building tools, customer care, and much more.

“We’re thrilled to be able to connect and find new ways to interact with the industry through social media,” noted Jim Hagan, Sweda President & CEO.

Kicking off Sweda’s Twitter/Facebook-only product special offerings is their best-selling GP4949 Translucent Gel Pen at \$0.89(R) (over 50% off) with NO SETUP CHARGE. Offer valid until 7/10/09, and must reference promo code: twitterface.



Paige Millard, Tradeshow Manager (left) & Paul Gamboa, Key Account Manager settle promotional products strategies in a winner-take-all match race.

To follow Sweda on Twitter and Facebook, click the following links:

<http://twitter.com/swedacompany>

<http://tinyurl.com/swedafbook>

Sweda has also added these links to its company website [www.swedausa.com](http://www.swedausa.com).

For more information contact Sweda at (800) 848-8417 (6am – 6pm PST).

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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](http://www.swedausa.com).

**Exclusive SPECIAL for our twitter & facebook communities**

SAVE OVER 50%  
~~\$1.49~~  
**\$0.89 (R)**  
500 PCS MIN

**FREE SET-UP!**

Offer Valid Until  
**July 10, 2009**

SPECIAL PROMO CODE:  
**TWITTERFACE**

**GP4949**  
Translucent GEL PEN  
Translucent barrel. Matte silver accents with black rubber grip and smooth glide ink.

Colors: blue, green, orange, red, purple and white.  
Material: 100% recycled paper and plastic.  
Weight: 1.2 oz (34g)

GENERAL INFORMATION  
This product is made of plastic. Recycled material content.  
Screen Charge: \$1000 per color/quantity/size.  
Lead Time: 7-10 working days after paper proof approval.

**SIMPLE. STYLE. SMART.**  
[www.swedausa.com](http://www.swedausa.com)