



NEWS RELEASE

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FOR IMMEDIATE RELEASE:

Sweda Premieres Real-Time Distributor Tool – Sweda iStore

(CITY OF INDUSTRY, Calif., December 15, 2011) – Sweda Company, LLC (ASI# 90305) today premiered its latest online distributor tool, Sweda iStore. The Sweda iStore tool allows customers to access Order Status, Tracking information, Invoices and Approve Layouts all in real time.

“Our primary goal in creating Sweda iStore was ease of process,” said Rich Santos, Director of IT. “We wanted to make it as easy as possible for customers to do business with us and this tool, with its real-time capabilities, does just that,” added Santos.

Sweda iStore is part of the additional service offerings Sweda named at the launch of the redesigned website earlier in May. Future phases for Sweda iStore will include the ability to place orders and request samples online.

For more information or to sign up for Sweda iStore, call Customer Care at contact toll free (800) 848-8417 (6am – 6pm PST). You can also e-mail the company at sales@swedausa.com or visit www.swedausa.com.

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About Sweda Company, LLC: Founded in 1976, Sweda Company, LLC is a top-20 integrated supplier and manufacturer of promotional products that provides innovative marketing solutions for the advertising specialties industry. Headquartered in the City of Industry, CA, the privately-owned company, which is accredited by the Quality Certification Alliance (QCA) and is an ASI 5-Star Supplier, offers complete services, competitive pricing and quality customer care to its distributor customers. Sweda stocks hundreds of products in over 18 categories including bags, drinkware, electronics, computer accessories, writing instruments, stationery, watches and ecofriendly products. Visit www.swedausa.com.