



NEWS RELEASE

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FOR IMMEDIATE RELEASE:

Sweda Recognizes 2011 Sales Award Winners

(CITY OF INDUSTRY, Calif., February 24, 2012) – Sweda Company, LLC (ASI# 90305) honored 16 employees at its annual Sales Banquet event for various achievements and stellar performance throughout 2011.

Sales force winners were nominated based on performance and voted for by the executive team at Sweda. The 2011 recipients are:

Marv Ruwin Founders Award: Steve Weisbaum
Salesperson of the Year: Bruce Curry
President's Award: Cristi Meyer
Rookie of the Year: Linda Misiorowski
Sales "Grinder" Award: Diana Fay

In addition to the sales force winners, other corporate awards were presented including:

Outstanding Business Group: Eddie Bravo, Joyce Sarmiento, Denise Bates and Sandra Cortez
Outstanding Service: Jenny Tien
Most Valuable Player: Jana Littlefield and Joanne Luu
Highest Program Sales Growth: Annie Chao and Elizabeth Gonzalez
S.A.R. Superstar: Joyce Sarmiento
R.A.S. Superstar: Vivian Smith
C.S.R. Superstar: Keith Lam

"Every individual on our team deserves recognition for his/her commitment and dedication to the customer experience," said Kellie Claudio, VP of Sales. "Our 2011 winners demonstrated exceptional performance and what it means to be part of our One Vision, One Journey, One Team theme. I am proud to call them part of the Sweda family," Claudio added.

For more information contact your local Sweda representative or call 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 eco-friendly products. Visit www.swedausa.com.