



COMPANY, LLC

NEWS RELEASE

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FOR IMMEDIATE RELEASE:

Sweda Hires Four New Independent Sales Representatives

(CITY OF INDUSTRY, Calif., April 20, 2011) – Sweda Company, LLC (ASI# 90305) announced today the hiring of four new Independent Regional Sales Representatives: Geoff Vejsicky – representing Ohio and Kentucky; dual team, Jan and Joe Albritton – representing Alabama, Arkansas, Louisiana and Mississippi; Ludy Loeffler – servicing Iowa, Kansas Missouri and Nebraska. Cristi Meyer, a Sweda veteran, has been promoted to Strategic Account Manager, handling specific accounts in the St. Louis and Kansas City area.

“These new representatives collectively bring over 60 years of knowledge and experience,” said Jim Hagan, President/CEO. “We are excited to increase our feet on the street and broaden our reach around the country,” he 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.