

Background

In the Beginning

- Founded in 2001 – heritage of golf expertise
- Nike came to us as a resource they could trust to execute several custom logo ball programs
- Within a year, our high quality and expert support services made us a valuable partner in handling some of Nike's key co-branding corporate initiatives across all product categories
- A track record of success allowed us to increase our client base and expand our partnership with Nike



Background

The Golf and Sporting Goods Years

- Expanding on our success with Nike, and leveraging our experience in the industry, parsonsKellogg pursued relationships with additional brands within the golf and sports marketplace
- Within a year we had alliances with all of the major golf and sporting goods brands including:
 - TaylorMade/Adidas, Fairway & Greene, Titleist/Foot-Joy, Callaway, Ashworth, Ping, Titleist, Polo Golf, Greg Norman, Ahead, Reebok, Mizuno, Helly-Hansen, Oakley, Patagonia, and many others
- Soon we had established a leadership position in providing golf and sports related premiums for some of the highest profile consumer brands in the world

N I K E  G O L F



Titleist

RbK 

PING

patagonia

 FOOTJOY
#1 GLOVE IN GOLF

POLO GOLF
RALPH LAUREN

Mizuno.

Callaway
GOLF


GREG NORMAN

TaylorMade



Ashworth.



FAIRWAY & GREENE


CUTTER
& BUCK.

Background

Expansion into High-End Brands

- With the explosive growth the company continued to experience, it was clear that we were poised to go beyond the sporting segment, and provide a set of luxury-class products to serve all of our clients' needs
- parsonsKellogg's unique understanding of brands, products, and how they work together enable us to create powerful co-branded solutions for our customers
- We expanded our product partners to include high-end brands that could be customized and personalized for our clients. They include:
 - Apple, Coach, Fossil, Maui Jim, Sigg, Ogio, Polo, Canon, Giordana, Swarovski Crystal, Movado, Swiss Army, and Tumi, to name a few.
- By the end of 2003, we had created a full range of quality products and industry leading fulfillment services. There was just one more step...



Background

Becoming a Full Service Business Solution

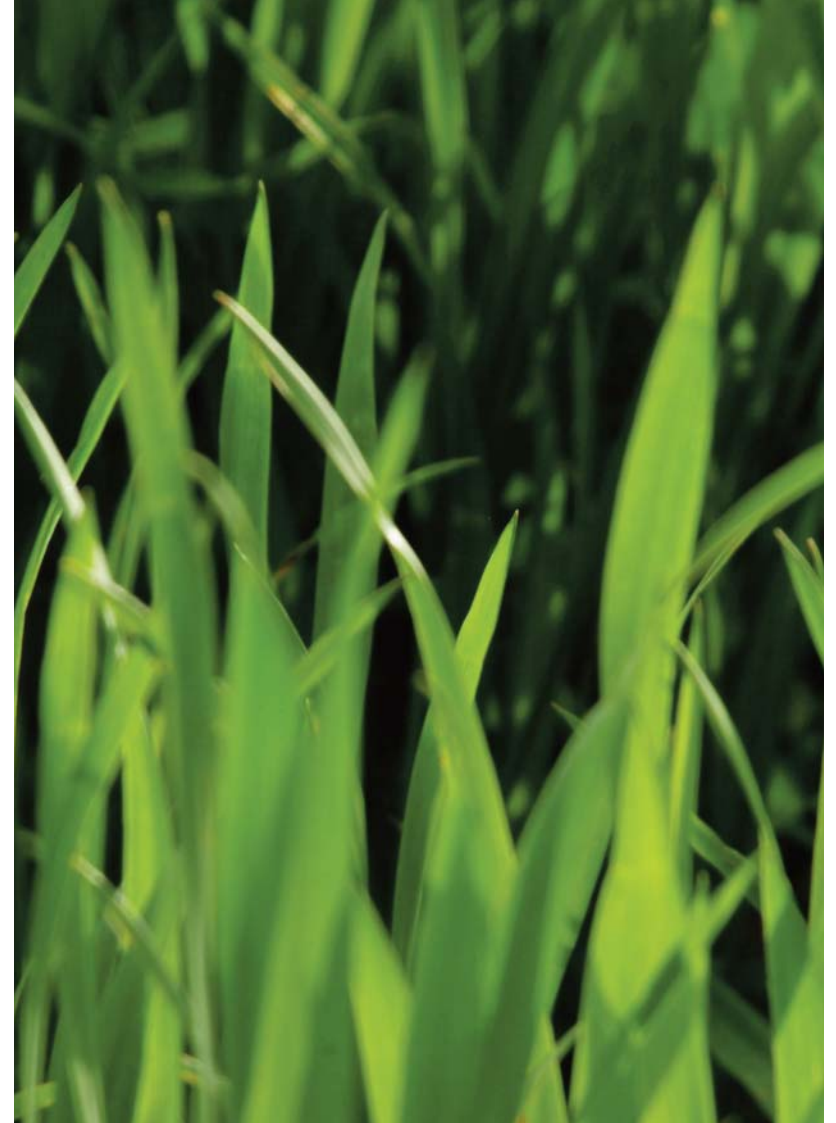
- By 2004 we realized the need for a turnkey solution, providing all services necessary to develop, source, customize, and manage premium programs for our clients
- Combining intelligent use of technology, procurement, art/design capabilities, warehousing, and cutting edge reporting systems under one roof, we now provide a total business solution to our clients
- In 2005, we entered into a partnership with Clear Channel Communications and merged with Clear Channel Merchandise and their employees. Our new team members include a sales force with over 15 years of full-service industry experience
- Utilizing the buying power of parsonsKellogg and CCMerchandise we can source any product at the most aggressive prices in the industry



Background

The *RapidRamp*[™] Advantage

- Developed to meet the needs of Clear Channel Communications in 2005
- *RapidRamp* emphasizes speed to execution by using a tightly monitored combination of needs assessment, sourcing, technology application, and reporting methods
- We can take a client from RFP acceptance to full execution in days and weeks rather than months and quarters



Today

Philosophy and Services

- Few clients, world class brands, enduring relationships
- Fully integrated promotional fulfillment capabilities
- Manage all aspects of client promotional product support needs
- Fastest to market with our exclusive *RapidRamp* capabilities
- Full service operational capabilities
- Unrivaled brand partnerships, from luxury one-off manufacturing, to overseas sourcing - we always have the right product for your application