

Ace Marketing Agrees to Extend Paul S. Pickard's Agreement

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Ace Marketing & Promotions, Inc. (OTCBB: AMKT) announced today that it has retained, for an additional 2 years, industry icon Paul S. Pickard through 2009 as a business advisor. Mr. Pickard will also become a member of the Company's Advisory Board. Mr. Pickard most recently served as President and COO at American Identity, one of the largest distributors of promotional products, where he expanded the sales force over 25% in less than one year and propelled the company to record earnings. Previously, he led National Pen through a demanding three-year repositioning initiative, where he transformed a vertically integrated pen manufacturing company into a direct marketer of promotional products. This resulted in revenue growing from \$100 million to almost \$200 million in less than 48 months. Before joining National Pen, Mr. Pickard was one of four executives that led a strategic build up in the manufactured housing retail business. This build up consisted of seven acquisitions and 14 greenfield start-ups as a \$1 billion division of Fleetwood Enterprises.

Michael D. Trepeta, President of Ace, stated that "We are pleased to extend Mr. Pickard's agreement with the Company for 2 more years. His extraordinary background and previous experience running two of the largest distributors in the promotional products industry and having led the strategic build up of a \$1 billion company makes him invaluable to the Ace Marketing & Promotions team."

"I am excited about the opportunity to continue to work with Ace Marketing's management team, and assist in growing the company. The promotional products industry has grown to over \$17 billion in sales and is poised for consolidation. As a well positioned company in its industry, and one of the few publicly traded distributors, Ace Marketing is poised to capitalize on this situation through internal growth and acquisitions," said Paul Pickard.

"I also believe there is a tremendous opportunity to grow Ace through a major recruiting campaign. I view a strategic build up in the promotional products industry as a better opportunity than Fleetwood retail was because in the promotional products industry the pay schedules salespeople typically have are all very similar, increasing the chances of the salespeople moving their book of business to a better working environment," said Paul Pickard.

Mr. Pickard holds an M.B.A. with a concentration in Finance and Marketing and a B.S. in Engineering with a major in Mechanical Engineering and Material Science, earning both degrees at Duke University. Paul is also on the board of Luth Research, a market research company.