

## **Ace Marketing & Promotions, Inc. Signs Agreement With Aon Consulting to Build a National Sales Force**

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Ace Marketing & Promotions, Inc. (OTCBB: AMKT) announces an agreement with Aon Consulting, a division of Aon Corporation, whereby Aon agrees to recruit 50 additional salespeople for Ace over the next 12 months.

Aon is seeking to implement a targeted national recruiting campaign to help Ace Marketing attract top producing industry experienced sales talent, each generating at least \$400,000 in annual revenue. Upon Aon fulfilling this agreement, Ace expects additional revenues of at least \$20 million.

Paul Pickard, top industry consultant for Ace, stated, "No company in the industry has ever done such an aggressive, national recruiting effort with a company like Aon before. This will bring on some top industry talent. Bringing an established book of business, either through acquisition or recruiting is a great way to grow. With this deal and the previously announced acquisition, Ace is doing both."

Michael Trepeta, President of Ace, stated, "We are very pleased to team up with Aon in our effort to build a national sales force. The Aon team will develop a creative professional recruiting campaign that will deliver the consistent message to salespeople in our industry that Ace is going to be an employer of choice in the promotional products industry for years to come. We have spent several years on technology advancements that have broken down any barriers that may have existed in aggressively developing a national sales force. These improvements allow us to offer tremendous financial opportunities and superior operational support to sales professionals in any part of the country or half way around the world. I believe that partnering with Aon is now the last piece to building the sales force that will help drive our business to premier status in the industry."

Pat Tomlinson, Senior Vice President and National Practice Leader for Aon's Recruitment Process Outsourcing business, stated, "Aon Consulting is very excited about the opportunity to help a company as energetic and committed to growth as Ace Marketing with their expansion strategy. We have collaborated to jointly develop a solution that combines Ace's expertise of the industry and our nationwide recruitment experience that we are confident will help Ace Marketing achieve their goal of becoming a leading employer and significant player in the promotional products industry."

Aon Corporation ([www.aon.com](http://www.aon.com)) is a leading provider of risk management services, insurance and reinsurance brokerage, human capital and management consulting, and specialty insurance underwriting. There are 43,000 employees working in Aon's 500 offices in more than 120 countries. Backed by broad resources, industry knowledge and technical expertise, Aon professionals help a wide range of clients develop effective risk management and workforce productivity solutions.