

## **Lonestar Signs Exclusive Merchandising Agreement with Ace Marketing & Promotions**

Ace's Innovative Technology to Increase Brand Awareness and Enhance Fan Experience

**Valley Stream, NY (May 28, 2008)**--- Ace Marketing & Promotions, Inc. (OTCBB: AMKT) and Multi-platinum selling country music band Lonestar have teamed up to create a ground-breaking, comprehensive marketing and merchandise program. Ace has the exclusive license to create, manufacture, distribute and sell authentic branded Lonestar merchandise, including managing sub-vendor relationships, around the world. Ace will manage all aspects of Lonestar merchandise sales at concerts and personal appearances, and via mail order sales, e-commerce sites, internet sales at Lonestar's e-store at [Lonestarnow.com](http://Lonestarnow.com), and fan clubs. Ace is also tasked with creating new sales and branding opportunities through its use of cutting-edge software. Ace's services include, but are not limited to, fan club management, database management, merchandise fulfillment and warehousing, incentives and rewards, and ecommerce and Web design.

In addition, Ace Marketing will provide Lonestar with a revolutionary interactive, and situation specific, proximity marketing program to help market its music and brand instantly to fans, on their cell phones, at points in time when they are most receptive. This will enable the band to interact with fans with ever-changing content and experiences to enhance their music enjoyment.

Ace's full-suite of offerings will drive increased traffic to Lonestar's Web site, [www.lonestarnow.com](http://www.lonestarnow.com), while creating new revenue streams for the band. Ace's creative capabilities and technological expertise provide limitless solutions to challenges faced by many types of entertainment entities, of which Lonestar is the first to benefit.

The Ace Marketing partnership is not the first pioneering achievement for Lonestar. It has amassed twenty-seven singles on the Billboard Hot Country Songs charts (nine of which reached number one), is one of very few country bands to "crossover" to the Billboard Hot 100, has sold 10 million copies of seven albums, and achieved gold record status on three albums and platinum status on three others.

### **About Ace Marketing**

Ace Marketing & Promotions, Inc. is a premier Promotional Marketing solutions company. Its Corporate Overview is available at <http://www.acemarketing.net> on the "About Us" tab. In addition Ace has also added several new revenue stream models. The long-term strategic plan is for Ace find new opportunities while leveraging its core competencies

### **Safe Harbor Statement Under the Private Securities Litigation Reform Act of 1995.**

*Certain statements in this press release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performances or achievements express or implied by such forward-looking statements. The forward-looking statements are subject to risks and uncertainties including, without limitation, changes in levels of competition, possible loss of customers, and the company's ability to attract and retain key personnel.*

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