



FOR IMMEDIATE RELEASE

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LogoIncluded Honored for Excellence in Website Development

Irving, Texas, (February 3, 2011) LogoIncluded (UPIC: 15111613) of Cumming, GA, won Gold in the **PPAI Web Award** competition sponsored by **Promotional Products Association International** (PPAI). Fifteen Gold, Silver and Bronze winners were recognized for website excellence during The PPAI Expo 2011 in Las Vegas.

“PPAI Web Award winners are recognized for such attributes as the quality of the images, search capabilities, visual design and overall functionality,” said Steve Slagle, CAE, PPAI president and CEO. “The winners worked very hard to earn this special recognition and their commitment to excellence is a tribute to this industry.”

LogoIncluded was presented Gold in the 2011 Web Award competition in the category of Information/Content, PPAI Awards Action Group members judged the entries according to criteria specific to each of the competition’s five categories.

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. For more information about the PPAI awards program, contact the special events department at Awards@ppai.org.

For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3040 or PR@ppai.org.

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, publications, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are more than a \$19.4 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.

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