

## Integrus Brand Solutions Inc. joins the BrandAlliance™ group of companies!

Good companies strive to identify and work with the right people at the right time; with that knowledge, they grow and move forward. BrandAlliance™ is proud to announce that Award-winning Mississauga based Integrus Brand Solutions Inc. has joined BrandAlliance™, further growing the largest Canadian partnership in the industry.

“We are delighted to be joining BrandAlliance™. The strengths that each respective member of the BrandAlliance™ brings to the table are truly unique in the industry. A partnership with BrandAlliance™ will allow us to accelerate the achievement of our vision to be the leading provider of promotional merchandise and associated services in Canada in order to strengthen the success of our customers’ marketing, branding and reward and recognition initiatives.

While there are many tangible benefits for each of our customers, employees, suppliers, partners and communities, the most important element that led us to join forces with BrandAlliance™ was the similarity in our core values and our operating philosophy. All of us are committed to creating a great organization, anchored by great people delivering outstanding service to our customers in a way that does not compromise our core values. I know our employees in Vancouver, Mississauga, and Montreal will be excited about this development.

The management depth and breadth of BrandAlliance™ will be outstanding, and the resources to invest in people, technology, customer partnerships, marketing and business process improvement will be unrivalled. I am pleased to be invited to participate in the management of BrandAlliance™ going forward and hope to both contribute and benefit from the fusion of such a tremendous talent pool,” says Upkar Arora, Chairman of Integrus Brand Solutions Inc.

BrandAlliance™ now consists of 6 independently successful top Canadian distributor companies:

- The Next Trend Designs, Mississauga, ON
- Integrus Brand Solutions, Mississauga, ON, Montreal, QC, Vancouver, BC
- Immediate Sales Agency, Waterloo, ON
- Creative Concepts, Edmonton, AB
- Metromedia Marketing, Calgary, AB
- Copilote, Montreal, QC

“BrandAlliance™ is making great continuous progress with its strategic plan and increasing execution on building the strongest sales and marketing distributor organization in Canada. We are empowering our promotional marketing sales consultants and our end-user customers to ever-increasing success and measurable results, through effective promotional marketing and advertising mediums,” says Alan Chippindale, CEO of BrandAlliance™.

“The addition of Integrus further strengthens BrandAlliance™ in several important ways: the addition of COO Upkar Arora, one of Canada’s leading financial executives, to our leadership team; the further strengthening of Canada’s largest market, Ontario; and incremental



representation in Vancouver. The core values, character and culture of BrandAlliance™ and Integrus are identical. I believe the BrandAlliance™ group will now be the largest distributor in Canada with a well articulated 5-year growth plan. It is a very opportune time in the Canadian promotional products industry.”

### About Integrus Brand Solutions Inc.:

Integrus Brand Solutions is a privately-owned promotional product company headquartered in Mississauga, Ontario, with offices in Vancouver, Montreal and Bathurst, New Brunswick. With more than 21 years of experience and prominent Canadian blue chip clients, Integrus is well-positioned to support its customers’ marketing, promotional and branding objectives. Recognized as an award-winning distributor, Integrus is a fully-integrated promotional product provider delivering unique marketing and branding solutions to leading corporations and organizations in Canada.

[www.integrusid.com](http://www.integrusid.com)

### About BrandAlliance™:

Launched in January, 2008 at the PPPC show in Toronto, BrandAlliance™ is a promotional marketing organization whose vision is to acquire one member Distributor company in each geographical area across Canada. The objective of this vision is to create significant competitive advantages in providing a total solution to corporate clients on a national scale.

BrandAlliance™ focuses its member companies on targeting excellence in procurement, client services, education and national marketing through intelligent partnership techniques. For additional information, please contact:

[www.brandalliance.com](http://www.brandalliance.com)

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