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## BrandAlliance™ Continues its Growth in the B.C. Market

Vancouver, BC (January 3, 2012) - BrandAlliance™ is proud to announce that Promo Smart of Salmon Arm, B.C. has joined BrandAlliance.

“Partnering with BrandAlliance opens up more quality time with clients, discovering and exploring their marketing opportunities,” said James Young (MAS, CSP) of Promo Smart. “Clearly, new ideas and timely execution is the positive traction that moves business forward. The client centric approach by the people within BrandAlliance, drives this most positive shift in our industry.”

Barb Munro (CAS) of Promo Smart added “I have always noticed the people of BrandAlliance at industry events. Their friendly, always creative culture is an energy that attracts attention. I am excited to be involved with and have the support of this dedicated group of industry professionals.”

“We are thrilled to expand our presence in B.C. and are excited about working with the great people of Promo Smart,” said Ian Huntley, President of BrandAlliance BC. “The Thompson Okanagan is a key market within B.C. and this partnership will allow us to continue to grow this market by offering a higher level of service and creative solutions to organizations in this region.”



Barb Munro, Ian Huntley, Linda Young & James Young

### About Promo Smart

Promo Smart is a promotional products company, that has enjoyed operating from the Okanagan-Shuswap-Thompson region of British Columbia since 1993. Clients are mostly corporate and their geography has primarily been B.C. and Alberta, along with a number of National accounts. Principals are James & Linda Young, along with Barb & Andy Munro.

### About BrandAlliance™

BrandAlliance is the largest promotional marketing company in Canada. It was created by the union of leading Canadian distributors that share a common vision, mission, value system and culture. BrandAlliance has offices in Vancouver, Salmon Arm, Grande Prairie, Edmonton, Calgary, Waterloo, Toronto and Montreal.