

For Immediate Release

Media Contact:
Billy Schreiber, 773-477-1855

BD&A NAMES THE BOOK COMPANY AS SUPPLIER OF THE YEAR

DELRAY BEACH, Fla. (February 13, 2007) –**The Book Company** (ASI 41010, PPAI 218850, UPIC: BOOKCO) was recognized by Bensussen Deutsch & Associates, Inc. (BD&A) as their *Supplier of the Year* when the winners of the BD&A Supplier Alliance Awards were recently announced in Seattle, said Doug Greenhut, president, The Book Company.

The BD&A Supplier Alliance Awards recognize outstanding service from the merchandise agency's tried-and-true list of preferred suppliers. Winners are chosen by the vote of more than 200 employees within BD&A's sales, operations, import and supplier management groups. BD&A associates vote for candidates in three major categories: Customer Service Rep of the Year, Sales Rep of the Year and Supplier of the Year. The 2007 awards marked the sixth year BD&A has held its Supplier Alliance Awards.

"The Book Company proves to us time and again that unique products and top quality service are the key ingredients to being a successful supplier for BD&A. Their enthusiastic staff supports my team as a true partner... always willing to do whatever it takes to impress our clients with smart and creative ideas," said Jay Deutsch, Chief Executive Officer.

Unique to the promotional products industry, The Book Company offers customization for literally any book in the world. Their experienced team and expansive website (www.thebookco.com) offer promotional product specialists smart and easy ways to find the perfect book for most any promotional theme and budget. With a minimum of just 50 books customization options include a Cover Imprint (a 1-color logo pad printed on the book's front cover) and full-color Promo-Page Insert (a new page permanently glued inside any book). At 500 copies, a Custom Book Cover or Jacket replaces the book's original cover to feature a client's full-color custom artwork.

“Being chosen as BD&A’s Supplier of the Year is an incredible achievement for our small niche company. There are so many other suppliers, doing far greater sales volume with BD&A, so choosing The Book Company acknowledges their clear commitment to creativity and service,” said Greenhut. “We treat every phone call and every email as a chance to showcase the unique and creative benefits customized books offer as promotional products. It’s gratifying to see our efforts recognized”.

Bensussen Deutsch & Associates, Inc. (BD&A), the nation's first and only Merchandise AgencySM, provides marketing services and customized branded merchandise to Fortune 500 enterprises, major sports leagues and global entertainment holding companies. Clients come to BD&A to extend their reach through custom branded-merchandise campaigns, integrated e-commerce marketing, and sports and entertainment sponsorship activation. With revenues reaching more than \$250 million, the Seattle-area company is the leading promotional merchandise agency in the United States and a principal player in licensed consumer products worldwide, employing more than 500 people in 23 locations. . For more information on the power of merchandise, visit www.bdainc.com

For more information about The Book Company, contact customer service toll-free at 1-800-367-9388 x.208, or visit their web sites at:

- Distributor Website: www.thebookco.net
- End-User Website: www.thebookco.com