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**PPAI HONORS CAROL AASTAD, MAS, AS
2009 DISTINGUISHED SERVICE AWARD RECIPIENT**

Irving, Texas, (October 1, 2008) Promotional Products Association International (PPAI) will honor Carol D. Aastad, MAS, with its **2009 PPAI Distinguished Service Award** during a ceremony at The PPAI Expo 2009 in Las Vegas, Nevada, on January 14. Nominated by PPAI members and Association staff, this PPAI award recognizes members who generously give their time and energy for the benefit of the Association through volunteer service and leadership. (Picture Available)

Aastad, a 29-year veteran of the promotional products industry, is a former Geiger division manager, based in Lancaster County, Pennsylvania. Aastad served on the PPAI Board of Directors for five years from 2000 to 2005. During her tenure, she served as Chairman of the Board for the 2004-2005 year. She has also served on numerous PPAI committees and task forces, including the market information and research committee and the strategic planning committee. She also served twice on the Carolinas Association of Advertising and Marketing Professionals (CAAMP) Board, as well as the Promotional Products Education Foundation's (PPEF) board of trustees from 1998-2001. She was chairman of the PPEF board of trustees from 2000-2001.

"I am so thrilled and consider it an honor to be named the winner for 2009," said Aastad. "The promotional products industry has been the source of a rewarding career for me for the past 29 years. I was first mentored by my father who instilled in me a love for this industry and my mother who encouraged me to enter the business in 1980 when women were still quite a minority. I will always cherish the friends I have made and I leave with many fond memories of my years as a PPAI member, and a Harlan-Davis, Forrester-Smith and Geiger employee. I cannot think of a better way to celebrate my retirement than to have the pleasure of accepting this award, and I am deeply appreciative."

The PPAI Distinguished Service Award, first presented in 1997, is one of seven awards presented annually by PPAI to recognize excellence and achievement within the promotional products industry. It is presented to selected PPAI members who consistently contribute their skills and expertise toward the betterment of the Association. Nominees must be members in good standing for at least five years and must have contributed time and talents to the Association in at least three different leadership roles.

The 2009 PPAI Distinguished Service Award will be presented during The PPAI Expo, January 12 -16, 2009 at the Mandalay Bay Convention Center in Las Vegas.

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 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 972-258-3041 or PR@ppai.org.

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, 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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