PPAI The News.

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PPAI ANNOUNCES PYRAMID AWARD SM FINALISTS

Irving, Texas, (October 25, 2006) Twenty-five promotional products distributor members were named 2007 PPAI Pyramid Award finalists by **Promotional Products Association International (PPAI)**. The PPAI Pyramid Awards are among the most prestigious awards in the promotional products industry.

Finalists in the 2007 PPAI Pyramid Award competition are recognized for effective use of promotional products in business and institutional marketing programs. The competition features campaigns using promotional products that best relate to the advertising client, its product and the overall theme of the marketing program. These finalists were selected by the PPAI Awards Committee and outside industry judges.

The finalists in each category will receive a Gold, Silver or Bronze Pyramid. All winners will be announced during **ONE**, a special event held at The PPAI Expo 2007 in Las Vegas, Nevada, on Friday, January 5, 2007.

This year's finalists are:

BUSINESS-TO-BUSINESS PROGRAMS

Less Than $10 Per Recipient

Geiger, UPIC: GEIGER, Shreveport, LA
Program: Fibrebond© Corporation

Geiger, UPIC: GEIGER, Stillwater, OK
Program: Xtreme Collision

BUSINESS-TO-BUSINESS PROGRAMS

$10 or More Per Recipient

Corporate Images, Houston, TX
Program: Meritage Homes Corporation

CONSUMER PROGRAMS

Less Than $10 Per Recipient

Axis Promotions, UPIC: AXIS0001, New York, NY
Program: Cotton Incorporated

E Group Inc., UPIC: EGRPINC, Minneapolis, MN
Program: 3M

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CONSUMER PROGRAMS
$10 or More Per Recipient
Proforma Promotional Group, UPIC: PROFORMA, Littleton, CO
Program: Colorado Rockies Baseball Club

EMPLOYEE INCENTIVE PROGRAMS
Less Than $10 Per Recipient
Prism Marketing, UPIC: PRISM, Manchester, MO
Program: Nike IHM, Inc.
Summit Marketing, UPIC: SUMMIT, Atlanta, GA
Program: Kroger Atlanta

EMPLOYEE INCENTIVE PROGRAMS
$10 or More Per Recipient
Artistic Promotions, UPIC: ARTPROMO, Dunbar, WV
Program: Massey Energy Company

INTERNAL PROGRAM
$10 or More Per Recipient
Geiger, UPIC: GEIGER, Lewiston, ME
Program: Geiger
Hoopla Hdqrts Inc, UPIC: HOOPL585, Austin, TX
Program: Texas Optometric Association

NOT-FOR-PROFIT PROGRAMS
Less Than $10 Per Recipient
Axis Promotions, UPIC: AXIS0001, New York, NY
Program: Arnold Worldwide
Geiger, UPIC: GEIGER, Scottsdale, AZ
Program: Arizona Department of Health Services
Rennie's Advertising Ideas, Inc., UPIC: RENNIES, Richmond, VA
Program: World Access

NOT-FOR-PROFIT PROGRAMS
$10 or More Per Recipient
McKee Southern Marketing Inc, UPIC: MCK17681, Montgomery, AL
Program: Montgomery County Sheriff's Office
The P.O.P. Shop, UPIC: THEPO797, Alpharetta, GA
Program: Georgia-Pacific Corporation

SALES INCENTIVE PROGRAMS
$10 or More Per Recipient
Corporate Express Promotional Marketing, UPIC: CEXPRESS, St. Louis, MO
Program: Owens Corning
Geiger, UPIC: GEIGER, San Francisco, CA
Program: McKenzie River Corporation

TRADE SHOWS AND EXHIBITIONS PROGRAMS
Less Than $10 Per Recipient
Adventures In Advertising/JNC Designs, UPIC: ADVEN414, Spanish Fort, AL
Program: TeleVox Software Inc.

TRADE SHOWS AND EXHIBITIONS PROGRAMS
$10 or More Per Recipient
Adventures in Advertising Corporation, UPIC: ADVINADV, Neenah, WI
Program: Franchisors of Individually Owned Promotional Products Distributorships
Atlanta Promotional Products LLC, UPIC: ALTPROMO, Marietta, GA
Program: News University (NewsU)
Hoopla Hdqrts Inc, UPIC: HOOPL585, Austin, TX
Program: AMPM Medical Practice Management

DISTRIBUTOR SELF-PROMOTION PROGRAMS
Axis Promotions, UPIC: AXIS0001, New York, NY
Geiger, UPIC: GEIGER, Scottsdale, AZ
Vatex Promotional Products, UPIC: VATEX, Richmond, VA

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.ppa.org** or contact PPAI at 972-258-3041 or **PR@ppa.org**.

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PPAI—the promotional products industry's only international not-for-profit trade association—offers education, tradeshows, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an $18 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.