



Collaborate.Create.Captivate.

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Club Colors Launches Innovative Corporate Website, E-Commerce Platform and Visual Identity

***New logo and tagline undertaken to better communicate company's position
as a full-service brand management solutions provider***

SCHAUMBURG, Ill., July 16, 2012 – [Club Colors](http://www.clubcolors.com) today publicly launched an innovative corporate website and e-commerce platform as well as a refreshed visual identity. The launch also included the unveiling of a new logo and tagline, 'Collaborate. Create. Captivate.', which were undertaken to better communicate the company's position as a full-service brand management solutions provider specializing in the distribution of promotional products and branded apparel.

The modernized corporate website, <http://www.clubcolors.com>, showcases the breadth of Club Colors' product catalog, allows faster access to promotional ideas and simplifies the overall purchasing experience. Using a robust, powerful and flexible e-commerce platform integrated with proprietary technology and database solutions, Club Colors is immediately transitioning more than 80 corporate and collegiate customers to new, custom branded online storefronts.

"The website and e-commerce platform has been enhanced with a focus on the end-user experience," said Bob Stockard, CEO of Club Colors. "Leveraging the platform, our customers will also be able to reduce administrative costs, protect brand standards, minimize product inventory, and streamline their overall business processes."

The new website also expresses the company's new visual identity and positioning strategy, including logo and tagline. The focal point of the company's refreshed image and messaging is the alliteration in Club Colors. The stylized "C" symbol deployed along with the company's name and positioning statement acts as simple instructions for Club Colors' customers, whose

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task may not always feel easy. The logo palette features an eco-friendly green, representing Club Colors and its commitment to sustainable business practices, and is seamlessly integrated around the vibrant colors of blue, red and orange, representing Club Colors' corporate and collegiate customers.

“Our new visual identity is part of a larger transformation our company is experiencing as we grow from being a product-focused distributor to offering more sophisticated solutions in brand management and merchandise procurement,” said Cristian Tase, director of sales for Club Colors. “From concept and design to manufacturing and fulfillment, we understand our customers’ needs and develop unique, custom products at very attractive prices. This specialization and passion is something we believe are key differentiators in the market, which is why we selected ‘Collaborate. Create. Captivate.’ as the new foundation of our corporate identity.”

Stockard added, “Our refreshed logo, corporate identity, and website showcase the creative expertise that Club Colors offers, and the final result a customer can expect their brand to achieve. Both literal and inspirational, it presents a dynamic process in a simple, approachable manner.”

About Club Colors: Club Colors is a full-service brand management solutions provider, offering a comprehensive portfolio of products and services to the corporate and collegiate marketplace. Club Colors’ global sourcing and distribution provides customers with high-quality promotional products and branded apparel at cost-effective prices with the highest level of customer service in the industry. Club Colors continues to develop strategic industry relationships and innovative e-commerce solutions to deliver the best value to its customers. Club Colors is headquartered in Schaumburg, Illinois, with offices across the United States, Canada, the United Kingdom, Brazil, Hong Kong, and China. To learn more about Club Colors, please visit <http://www.clubcolors.com> or call (800) 249-2582.

Editor’s Note: High resolution logo files as well as screenshots of Club Colors new corporate website and e-commerce platform are available upon request.

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