

PRESS RELEASE

Contact: Katie Smart

Email: ksmart@axispromo.com

Tel: 212-226-0886 x150

Axis Promotions Announces Rebrand and New Website

February 26, 2014 (NYC) -- Counselor Top 40 Promotional Product Distributor Axis Promotions (Axis) (*asi/128263*) has unveiled a company rebrand, new logo and updated website, **axispromo.com**.

The new Axis logo represents the company's dedication to creativity, clients and company culture, and comes on the heels of Axis' most successful year to date with honors including: Counselor Top 40, Best Places to Work, PPAI Rising Star, Counselor Hot List, and SAGGNY Distributor of the Year for the second year in a row; as well as the celebration of the company's 21st birthday.

Said CEO Larry Cohen, "After 21 years in business, we have taken this opportunity to refresh the face of our brand in a way that embodies Axis' culture, creativity and professionalism. We have focused on those qualities that not only differentiate Axis from our competition, but strengthen our relationships with our clients around the world."

New Logo, Same Creativity and Innovation

Axis' logo has been updated with a clean and energetic font. The signature globe has been replaced with a new mark – the Axis "X"- which is accented with a broad and exciting color palette to represent the company's vibrant culture and creativity.

The new website focuses on Axis "work hard, play hard" mentality with nods to their work, fun and successes as a team. The content rich site features case studies, full gallery of team photos by Axis Branding Executive and photographer Dan McClung, a new blog and real-time updates to keep clients current on the latest activity and trends at Axis.



180° FROM ORDINARY

“We’re really staying true to our brand philosophy,” said Brittany Weiss, branding assistant. “This is an exciting, more relevant way to showcase Axis.”

180 Degrees from Ordinary

Axis’ tagline, 180 Degrees from Ordinary, remains the same because fundamentally nothing about the company has changed. Axis will continue to deliver creative, targeted promotional items that help clients build their brands in exciting, tangible ways.

The rebrand launched January 21, 2014.

About Axis

Axis Promotions (Axis) is a Top 40 Distributor focused on brand development in the promotional product marketplace. Axis works with clients of all sizes including numerous members of the Fortune 100 to effectively incorporate promotional products into their overall company initiatives. Brand leaders American Express, NASDAQ, JetBlue and NBC Universal are just a few of the names that rely on Axis to elevate their promotions to *180 Degrees from Ordinary*.

As a leading force in the industry, Axis was recently awarded Counselor Magazine Best Places to Work, SAGGNY Distributor of the Year, Rising Star and Hot List in 2013, among other honors.

Headquartered in NYC, Axis also has offices in White Plains (NY), Boston, Chicago, Denver and Toronto as well as 42 IGC partners in countries around the globe. For more information about Axis’ global partnerships, visit <http://axispromo.com/partnerships/igc/>.