



FOR IMMEDIATE RELEASE

TRIMARK POWERED BY LEED'S CONTINUES TO GROW SALES FORCE

Hires Experienced, Strategic Accounts Manager

PITTSBURGH, PA — March 17, 2014 —Trimark Powered by Leed's, a business unit of Polyconcept North America (PCNA), announces the addition of Tim Mason as Strategic Accounts Manager.

Mason brings with him over 20 years of industry experience and knowledge. He has worked for companies such as The Gillette Company, The Gem Group, Sanford Corporation, A.T. Cross Company and comes to Trimark Powered by Leed's directly from SanMar Corporation where he was the Manager of Strategic Accounts. Mason will bring his expertise and proven relationship-building skills to the Trimark Powered by Leed's national accounts.

An accomplished sales professional, Mason has won multiple professional honors and awards including, but not limited to, The Gem Group 100% Club three years in a row, Geiger National Field Sales Representative of the Year Award in 2008 and most recently the Geiger Supplier Excellence Award which he won in both 2003 and 2013.

"One of the numerous reasons I am excited to be on board with Trimark Powered by Leed's in the unique business model that is currently in place," says Mason. "Trimark Powered by Leed's is approaching the promotional apparel market with a uniquely defined blueprint that is completely original. Many of the current decoration methods, all-in pricing, and SureShip capabilities have not been offered on apparel and this brings a 'fresh solution' to the promotional marketplace."

Open in all 50 states, Trimark Powered by Leed's leverages the world-class service and production capabilities of Leed's to deliver its full-service, decorated apparel offering to distributors. Trimark Powered by Leed's originally launched in the US as a pilot program in July of 2012, and opened nationally in December of 2013.

###

About Polyconcept North America

Polyconcept North America, a wholly owned subsidiary of the world's leading promotional products supplier Polyconcept, operates Leed's, Bullet, JournalBooks and Trimark, four of the most successful brands in North America. The Polyconcept North America companies provide recognized best-in-class services to the industry, ensuring the highest standards of reliability and quality. Highly complementary product ranges enable Polyconcept North America companies to provide the market with a very comprehensive assortment of products across all major product categories. Further information is available at www.polyconceptna.com.

About Trimark Powered by Leed's

Trimark Powered by Leed's is a unique apparel offering which launched in the United States in mid-2012. Trimark Powered by Leed's leverages the innovation, quality and apparel expertise of Canadian leader Trimark Sportswear Group with the renowned service model of US-based Leed's. Trimark Powered by Leed's brings US distributors high quality, decorated apparel in an easy, distributor-friendly manner. The company's "fresh solution" not only provides unique decorating solutions for distributors, but it also simplifies many of the complex aspects of ordering promotional apparel with such features as all sizes at the same price, all-in pricing which includes decorating, 24-hour SureShip® turnaround on imprinted orders, and the convenience of one purchase order and one invoice for decorated apparel. Trimark Powered by Leed's is headquartered in New Kensington, PA. More information is available at www.leedsworld.com/trimark.

About Trimark Sportswear Group

Trimark is a leading promotional apparel supplier, founded in 1975 in Markham, ON, Canada. Known for innovative high-quality designs, leading service and immediate availability, the company continues to grow and expand into new markets. In 2013, Trimark was recognized by Waterstone Human Capital as one of Canada's 10 Most Admired Corporate Cultures in the Growth and Small Cap category. Trimark is home to five in-house brands, OnTour, Outer Boundary, Landmark, Nexus and Elevate Sport, as well as the exclusive Canadian licensee for ROOTS 73. Trimark's products include polos, fleece, soft-shells, outerwear, woven shirts, jackets and headwear. In 2010 Trimark Sportswear was the activewear licensee for the Vancouver Winter Olympics. As part of its work with the Vancouver Olympic Committee, Trimark is recognized for setting high social compliance standards. Recently the company relocated to Richmond Hill after a significant investment into new facilities. Further information is available at www.trimarksportswear.com.

About Leed's

Leed's is a leading promotional products supplier and founding member of the Quality Certification Alliance (QCA), which promotes quality, safety, and integrity among suppliers in the industry. Known for the contemporary, retail look of its comprehensive line of corporate accessories, Leed's products include bags, pens, padfolios, drinkware, memory, technology, awards, and more. Relentless product innovation, energetic customer service, and dynamic client collaboration have garnered Leed's numerous honors from distributors and industry trade associations across the United States and Canada, including the PPAI Star of Excellence and the ASI Distributor of the Year awards. With global operations headquartered in New Kensington, PA, Leed's has been synonymous with excellence in the promotional products industry for over 20 years. Information about Leed's is available at www.leedsworld.com.

CONTACT:

Kara DiBiase

Marketing Coordinator, Trimark Powered by Leed's

Polyconcept North America

400 Hunt Valley Road

New Kensington, PA 15068

PH: 888-476-5962, ext. 3227

kdibiase@polyconceptna.com

