



NEWS RELEASE
For Immediate Release

Contact:
Carolyn Pizzuto, cpizzuto@aswglobal.com, 330-798-5178

**ASW GLOBAL, LLC SELECTED AS FULFILLMENT PARTNER FOR PRO FOOTBALL
HALL OF FAME ENTERPRISES**

Global Promotions & Incentives, an ASW Company, partners with Pro Football Hall of Fame Enterprises to provide co-branded promotional merchandise for corporate Hall of Fame sponsorships.

Akron, Ohio — April 19, 2011 — [ASW Global LLC](#), a full service supply chain solutions company, will be the exclusive provider of branded promotional merchandise designed for corporations who elect to participate in Pro Football Hall of Fame sponsorship opportunities. Andre Thornton, CEO and President of ASW Global, stated that the company's promotional product division, [Global Promotions & Incentives](#) has managed sophisticated corporate programs and promotional product for 15 years. He explained that "the diverse capabilities we provide with product design, sourcing, and fulfillment, coupled with ASW's supply chain expertise, makes this an ideal solution for the Pro Football Hall of Fame. We are a local company who can connect and distribute nationally to the diverse industries and campaigns that Pro Football Hall of Fame envisions."

"This terrific collaboration is part of the Pro Football Hall of Fame's mission to extend the brand of the Hall of Fame and its members nationally, to let the legions of fans and corporations feel like they are part of the Pro Football Hall of Fame, even though they might not be able to visit Canton, Ohio" said George Veras, President of the PFHOF Enterprises, the for profit marketing and sponsorship arm of the Pro Football Hall of Fame.

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“We are proud to be the partner of choice for Pro Football Hall of Fame,” stated Patricia Campbell, General Manager of Global Promotions. “It is always exciting to design new campaigns, particularly with merchandise that incorporates the excellence brand of the Hall of Fame and reflects the culture and brand of the sponsoring corporation. We are presenting a wide range of creative options, anticipating the types of events and campaigns that corporations will want. The products include apparel, sports paraphernalia, and even tailgating accessories such as chairs and barbeque sets.”

Thornton added that it is common for Global Promotions & Incentives to manage corporate stores, on-line stores, promotional merchandise contracts and fulfillment for diverse industries including financial, industrial, landscape management and media. Thornton explained, “What makes this assignment special is the unique opportunity to help a well-known and well-respected institution take its brand to corporate America.” Pro Football Hall of Fame Enterprises offers major corporations a wide range of options including media, Hall of Famer appearances, and sponsorships. “We have to help the sponsor design and select the right product for the right event whether it is a grand opening, a merger, a product launch, a customer recognition program or a corporate incentive and awards event. And the selection must represent the pinnacle of standards associated with Hall of Fame excellence.”

About Pro Football Hall of Fame Enterprises

[Pro Football Hall of Fame Enterprises](#), is a for-profit organization established in 2006 to represent the Pro Football Hall of Fame and its members in the creation of commercial ventures, featuring Hall of Famers and the marks and logos of the Pro Football Hall of Fame, for television shows, new media, merchandise, sponsorships and events. Enterprise thus serves the mission of the PFHOF to enable football fans and the general public to have greater access and interactions with Hall of Famers and the Hall of Fame.

About ASW Global, LLC and Global Promotions & Incentives, LLC

ASW Global is a full-service supply chain management company offering award winning, integrated solutions. ASW Global is one of the largest minority owned companies in Northeast Ohio. Global Promotions & Incentives, an ASW company, is a one stop shop for design, development, sourcing and management of workplace apparel, promotional product, and recognition and incentive programs.

Founded in 1983, ASW Global is headquartered in Mogadore, Ohio. For more information, contact us at 330-798-5178 or visit www.aswglobal.com.