

* News Release *

Magnetic Attractions unites two locations with one name, serves customers from coast-to-coast

Durham, N.C. -- Magnetic Attractions became the single company name for both the North Carolina and California locations. The re-naming follows the 2008 acquisition of Rainbow Magnetics. It also reflects a comprehensive offering of magnetic promotions and direct marketing services offered to all customers, coast-to-coast.

"We've successfully merged two, leading companies to create one-stop shopping for any promotional magnetic or direct mail products that someone could need," says John Dowling, Magnetic Attractions' general manager in North Carolina. "Together, we enjoy economies of scale that now offer customers faster speed to market, less freight cost from either coast, and more competitive pricing."

During 2009, Magnetic Attractions' West Coast location moved from Santa Ana, Calif. into a newly purchased, 23,000-square-foot facility at One Whatney in Irvine, California. "This move, coupled with our North Carolina facility, gives us expanded capabilities to include: roll-to-roll printing, sheet-fed printing, in-house direct mail processing, tipping/affixing, label printing, fulfilling and more," notes Robert Knapp, general manager in California. "In addition, we continue to provide a complement of creative and direct marketing services."

Dowling adds, "Along with our high-quality products and service levels, our customers work with the same great people that they've partnered with for many years".

"Our reputation and commitment to our customers has allowed us the opportunity to work with some of the nation's largest brands," boasts Knapp. "We will also continue to offer our customized direct marketing program specifically designed for franchises that utilize magnetic promotions, printed mailers, contests, coupons, online elements and more."

Magnetic Attractions is part of an extended family of businesses that includes: Adams Magnetic Products Company, Inc. providing magnetic products and assemblies; Dowling Magnets offering retail magnetic products for the education, toy and hardware markets; and Digitalabel LLC delivering digitally printed labels for packaged goods.

To learn more about Magnetic Attractions' products, please visit

<http://www.MagneticAttractions.com>.

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