

FOR IMMEDIATE RELEASE

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Perfect Timing, Inc.
514 Wells Street
Delafield, WI 53018

PERFECT TIMING EXPANDS REP COVERAGE

LANG, Avalanche and Turner brands now represented in the east, south and northeast

Waukesha, WI – Perfect Timing, parent company of the LANG, Avalanche and Turner Licensing brands, is excited to announce that the company has expanded their sales representation in the U.S.

Perfect Timing has had a longstanding partnership with Ivystone Group with fifty reps, to date, covering the Midwest and East. The companies have extended their partnership to now include the southeast region as well as Texas, Oklahoma, Louisiana and Arkansas. Laurie Gilner, Perfect Timing's President and CEO, stated, "Given what our company has gone through in the last year and the challenges it has presented for us and our customers, we feel it's necessary to make the investment in external agencies to best serve our customers. Perfect Timing is poised to launch several new product categories and formats this year, and considering the growth that we are expecting, it makes sense for the business to expand our representation in the field and remain in front of the customer."

Gilner stated that "Ivystone has demonstrated the leadership and loyalty that we expect for our organization, and we are extremely pleased to expand our partnership with them."

Perfect Timing is also excited to announce their reengagement with Blue Birch, who represented the company over a year ago. "We are pleased to welcome Blue Birch back to Perfect Timing. They have done a great job for us in the past, and I believe the company exemplifies the knowledge and experience necessary to support our growth initiatives in the New England states," Gilner added.

After seeing nearly triple the sales in Atlanta this year over last, the company has high expectations for their new coverage in these gift-rich regions.

Perfect Timing will also continue to be represented by Bates & Associates in Iowa, Nebraska, Kansas, and Missouri, Stack & Company in the Pacific Northwest, as well as their internal sales team which will handle the remainder of the country.

Background Information

With headquarters in Waukesha, WI, Perfect Timing, Inc. produces and distributes three well known calendar, stationery and specialty gift lines, marketed under the LANG®, Avalanche® and Turner Licensing™ brands.

Specifically, the LANG® line offers beautifully illustrated calendars, holiday cards, ceramic mugs, puzzles, journals and planners, recipe albums and other memorable gifts. Another premier brand, the Avalanche® name is synonymous with trendsetting designs, specializing in organizational products, stationery and unique calendar formats, including the top-selling Plan-it® and Note Nook® lines. Turner Licensing™ is an industry leader in sports licensed calendars, stationery and back-to-school products, featuring 200+ major league and collegiate teams.

Contact Information

For more information about the Perfect Timing brands, contact Janea Rowe, Marketing Coordinator, at 262.523.9250, or jrowe@perfecttimingbrands.com.