

Beacon Promotions, Inc. Has Acquired Canyon Outback Leather Goods, Inc.™



New Ulm, MN, November 2nd, 2011 - Beacon® Promotions, Inc. (ASI: 39250 & UPIC: BEACONP) announces that it has acquired Canyon Outback Leather Goods, Inc.™ (ASI: 43766 & UPIC: CANYON). Canyon is a premium leather supplier with award-winning service. All customer service, order processing, sales and imprinting of Canyon Outback Leather goods will continue to take place at the Canyon Outback facility in New Ulm, MN.

Please continue to send orders and inquiries to Canyon Outback:

Orders to: sales@canyonoutback.com

Customer Service: 800-769-3662

Fax to: 507-359-3803

Beacon® Promotions, Inc., President Gary Haley states, "This is a great addition to the Beacon Promotions line of products and I expect the transition to go smoothly. Acquiring another promotional products supplier in the same town allows us to keep things running smoothly throughout the transition." Gary goes on to say, "All Canyon Outback employees will come on board as Beacon Promotions employees and there will be no relocation of equipment or inventory as we will use the same building Canyon currently occupies."

Beacon will distribute a "New" 2012 Canyon Outback Leather Goods catalog by the first of the year. Canyon Outback Leather Goods, Inc.™ will continue to manufacture and imprint the products so you will continue to get the same high quality product and service you are receiving today.

About Beacon® Promotions, Inc. Beacon is a multiple Star Supplier Winner with a great reputation for service with an ESP rating of 5 out of 5 and SAGE overall "A" rating. Beacon offers a wide selection of products, such as: calendars, table covers, writing instruments, drinkware, bags, housewares, tools, auto accessories, and over 50 Name Brand product lines for executive gifts and incentives. For more information on Beacon Promotions, please visit our easy to use website at www.beaconpromotions.com or call customer service at 800-628-9979.

About Canyon Outback Leather Goods, Inc.™ Canyon is a multiple Star Supplier Merit Winner with a great reputation for service with an ESP rating of 5 out of 5 and a SAGE overall "A+" rating. Canyon offers a variety of leathers, but is most famous for its drum dyed and buffed full grain cowhide. In 20 years of existence, Canyon has become the leader in the promotional products premium leather category.

Frequently Asked Questions

Where do I send my Canyon Outback orders? sales@canyonoutback.com or Fax to: 507-359-3803.

Where are the orders I sent to Canyon prior to this acquisition? All orders will be shipped from Canyon. You may inquire about your specific orders by sending us your order information at sales@canyonoutback.com.

Will there be a separate Canyon Outback catalog and line of products in 2012? Yes, the Canyon catalog is just about done and has many exciting new products. All the top selling premium leather products will remain in the line for 2012. Distribution of the catalog will occur in December of 2011. All Canyon and Beacon customers will get a copy of the catalog automatically.

Will my artwork from past orders be available? Yes. All previous order history including artwork will be retained by Beacon. Orders will continue to be produced and shipped from the Canyon Outback facility in New Ulm, MN. Please continue to send all art to art@canyonoutback.com.

Where do we get samples and when will they be available? sales@canyonoutback.com.

Continue to order your samples from Canyon Outback Leather Goods, Inc.™. Blank and /or random logoed samples can be purchased at catalog EQP less 10%. Quantity is limited to three per item number. Sample orders received by 2:00 p.m. Central time can ship the same day if requested on the order.

Will lead times on orders be affected by this change? No. Canyon Outback will continue to maintain its standard production times.

Did item numbers stay the same? Yes. All products kept the same item number.

When will the web sites with Canyon™ Outback products be ready? Web information is current on the Canyon website www.canyonoutback.com and Canyon Outback Leather goods will be added to the Beacon Promotions website: www.beaconpromotions.com by the end of the year. All other on-line databases such as Distributor Central, ESP and SAGE are currently updated and available. Canyon's ASI# 43766 and SAGE#63610.

Where do we pay our Canyon Outback invoices? Remit to the address on the invoice.

Who should I call about past and future programs using Canyon Outback products? Please contact Canyon Outback's customer service department for all pricing and program questions: **800-769-3662**. For other inquiries please contact:

John Giefer
800-769-3662
Email: jgiefer@beaconpromotions.com

