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For Immediate Release

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PROMOWORKS MEGA-SAMPLING EVENT AND CHICAGO CUBS APRON DAY SLATED FOR JUNE 19 AT WRIGLEY FIELD

(Schaumburg, Ill., June 8, 2009) – PromoWorks®, the nation's leading provider of integrated marketing services, sampling events and promotions, and Designated Promotional Affiliate of the Chicago Cubs®, has announced its first annual 'Sample This!' event of the 2009 Major League Baseball season.

PromoWorks' MobileWorks® Samplers will be distributing over 60,000 product samples and coupons to baseball fans at the June 19 Cubs vs. Indians game. Featured sponsors of this mega-sampling event include grocery retailer Jewel-Osco and consumer packaged goods manufacturers: Jay's™ Potato Chips; Kellogg's® Special K® Multi-Grain Crackers; and Mercks® Cheese Spreads. Additionally, the first 10,000 fans through the gates will receive a Chicago Cubs BBQ Apron sponsored by PromoWorks.

As the exclusive sampling services provider for the Chicago Cubs since 2004, PromoWorks hosts single and multi-brand promotional events at Wrigley Field throughout the season. "These co-op sampling events present very cost-effective sports marketing opportunities for our clients to build brand awareness among the most loyal demographic there is – Cubs fans!" said John Stermer, PromoWorks' EVP of Sales and Marketing. For more information contact PromoWorks at 1-888-310-3555 or visit www.PromoWorks.com.

PromoWorks recently received the Better Business Bureau® Torch Award for Marketplace Ethics, and Crain's has ranked PromoWorks among Chicago's Largest Privately Held Companies for the last five years.

ABOUT PROMOWORKS

PromoWorks®, a marketing services company headquartered in Schaumburg, Ill., is the nation's largest provider of product sampling with a focus on consumer engagement. Representing more than four hundred consumer brand manufacturers and national retailers, PromoWorks designs and delivers break-through marketing strategies that reach target consumers where they live, learn, play and shop. Clients choose PromoWorks for out-of-store and in-store programming that is fueled by advanced consumer insights and measured through comprehensive reporting and analytics. Known for leadership through innovation, PromoWorks brings continuous improvement processes with proprietary technology, products and services that are driven by their clients' needs and ever-changing marketplace challenges.

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