

[PRESS RELEASE: ACQUISITION]

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PromoCentric LLC
Your Company, Top of Mind
5 Forbes Road
Newmarket, NH 03857

**PROMOCENTRIC ACQUIRES NORTHEAST CREATIONS TO
AUGMENT THEIR SUITE OF SERVICES AND CLIENT ENGAGEMENT**

Seacoast based promotional marketing distributor PromoCentric is making waves in the industry as they continue to expand their service reach, advance capabilities and increase collaboration.

Newmarket, NH, February 1, 2022 – PromoCentric a New Hampshire based promotional marketing agency is pleased to announce the acquisition of Northeast Creations. An official statement about the acquisition was shared with their client base on January 26th.

The start of their relationship began when Northeast Creations had the need for an additional decorating and fulfillment resource as the pandemic had taken a toll on staffing, production times and an interruption to supply chains among many vendors and distributors within the industry. At that time PromoCentric was able to provide Northeast Creations with a solution for their production challenges via swift, high-quality service which piqued interest in what an ongoing collaboration could provide for their business. The partnership was cultivated over the last year and Northeast Creations officially joined the PromoCentric team on Monday, January 24th.

"This acquisition, while bringing together over 150+ years of industry experience not only accelerates our growth strategy but goes hand in hand with our goal to continue to bring elevated branding services to the forefront while providing high quality, product solutions and customer experiences," said Justin Gray, CEO of PromoCentric.

"When two companies like ours complement each other so well they immediately add value for all of us. Kathy and I are thrilled to be a part of the PromoCentric team and all we can now offer our clients," said Beth Gaffey, former CEO of Northeast Creations.

ABOUT PromoCentric

PromoCentric was founded in 2000 and is celebrating their 22nd year in business as they expand their facility to support current and future growth. They have onsite decoration capabilities, a full-service fulfillment and kitting center, world class customer service, and are a leading member of a \$1 billion+ dollar buying group that affords them the ability to offer the most competitive pricing in the industry. For more information visit www.promocentric.com

ABOUT Northeast Creations

Beth Gaffey founded Northeast Creations in 1984 and over thirty years later, Northeast Creations works with some of the largest and most notable corporations in New England – outfitting them with promotional merchandise to be used for trade shows, product launches, corporate awards and more.

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