



FOR IMMEDIATE RELEASE

CONTACT: Kathy Bromer
Dri Mark Products, Inc.
kathyb@drimark.com
Office: 704-895-7216

DRI MARK FORMS EXCLUSIVE DISTRIBUTION AGREEMENT with
BEACON® PROMOTIONS IN THE US
DEZINECORP INC. IN CANADA
PARTNERSHIP CREATES STRATEGIC ALLIANCE

Port Washington, NY, December 6, 2010 – Dri Mark Products, Inc., announced today an exclusive distribution agreement with Beacon Promotions, Inc. in the US & DezineCorp Inc. in Canada. The venture will combine Dri Mark’s products and manufacturing capabilities with Beacon’s & DezineCorps’s sales and distribution expertise in the promotional products industry.

The new alliance brings together three companies whose reputations are built on innovation and quality and focus on the core competencies of each organization. Dri Mark will continue to manufacture high quality writing instruments and patented inks for the promotional industry at their USA headquarters in Long Island, NY. In addition, marketing for the one-of-a-kind patented security products for loss prevention will be handled as well from this USA location. As well, Dri Mark will increase its OEM initiatives and expand into high opportunity areas such as pharmaceutical, cosmetic and related consumer goods industries. Beacon will distribute Dri Mark Products, Inc.’s core collection of pens/markers/high lighters and handle the imprinting and logo customization for all promotional product requests in the US and, DezineCorp Inc. will distribute Dri Mark’s products in Canada.

“We can’t imagine a stronger alliance of products and services,” says Cathy Williams-Owens, President/CFO of Dri Mark. “This restructuring will enable us to focus on our core strength of manufacturing the finest writing instruments here in the USA and continue to provide products to the promotional industry through Beacon’s & DezineCorp’s extensive distribution channels. It’s a decisive move that helps align our strategy and positions us to expand our OEM manufacturing operations.”

For more information, contact Teri Reidt at teri@drimark.com or visit our website www.drimark.com for complete information on our product collections, security products and manufacturing capabilities.

About Dri Mark Products, Inc.: Since 1957, Dri Mark has been a leading manufacturer of pens, highlighters, markers, biodegradable writing instruments, and one-of-a-kind patented security products. Headquartered in Port Washington, NY, Dri Mark Products, Inc.’s OEM division manufactures mechanically sealed products for toy, cosmetic and related consumer good companies. Our Security/Retail division supplies unique markers and pens to mass-market retailers who are serviced through wholesale distributors. Our Promotional products are available through our strategic alliance. For further details, visit Dri Mark at www.drimark.com

About Beacon® Promotions, Inc.: A privately held company started in 2003. Previous acquisitions include: Crown Specialties, The Frontier Line, Four Star Incentives and Ready Reference. Beacon’s catalog names are: Beacon Brand

Builders, Beacon® - Ready Reference® Calendar & Planner line and Beacon Corporate Gifts. For more information on Beacon Promotions, visit our website at www.beaconpromotions.com or call customer service at 800-628-9979.

About DezineCorp Inc.: A privately owned company formed in 2009 by Paul Bami & Bill Yelland. DezineCorp's Canadian family of promotional brands includes Aladdin, AdBlock, Dri Mark, HydePort, Koolatron, Precidio Promo and Stanley. For more information about DezineCorp, visit our website www.dezinecorp.com , or call customer service at 905.364.0428.

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