



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE:

#### **Sweda Announces 2009 Summer Sneak Preview Catalog**

*Over 40 new products emphasizing style and affordability*

CITY OF INDUSTRY, Calif., (May 27, 2009) – Sweda Company (ASI# 90305) today announced the release of its summer Sneak Preview Catalog featuring over 40 new products in the company's top-selling categories including pens, USB flash drives, tote bags, drinkware, stationery, and headwear.

“We're excited about this catalog which offers some really fresh ideas with nice style accents, vibrant color options, and most of all, affordable solutions,” said Jim Hagan, Sweda President & CEO.

Some of Sweda's hot picks in 2009 “Sneak” include the new aluminum 25 oz. single-wall Stainless Wave Water Bottle (ST2009) with bold color wave graphic, the Hint-of-Color Ballpoint pen (PB8250) with eye-catching gradient color accent at the tip. Plus, you'll find brand new products in their award-winning collection of customizable USB flash drives such as the new Mini Man USB Drive (US8012) in nurse or doctor characters—ideal for medical sales.

To receive catalogs or more information, contact Sweda at (800) 848-8417 (6am – 6pm PST) or visit their website at [www.swedausa.com](http://www.swedausa.com).

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**About Sweda Company, LLC:** Founded in 1977, Sweda Company, LLC. has been recognized for over two decades as a leading top-20 integrated supplier/manufacturer of promotional products for the advertising specialties industry. With headquarters in the City of Industry, CA, the privately-owned company is committed to providing innovative products, competitive pricing, and complete customer care in over 18 product categories including bags, drinkware, computer accessories, writing instruments, stationery, watches, and eco-friendly products. For more information, visit [www.swedausa.com](http://www.swedausa.com).