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PRESS RELEASE

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BDS Marketing, Inc. Redefines Merchandising Services

Retail marketing agency launches new company: Channel Partners

IRVINE, CA (April 22, 2008) – BDS Marketing, Inc. (**bds mktg**), a premiere retail marketing agency, announced today that it has expanded its portfolio of companies with the launch of Channel Partners. Mark Dean, CEO of **bds** says, “Revolutionizing the retail marketing industry is what we’re all about . . .” Mr. Dean added, “As self service retail environments proliferate and brands fight for less space on retail floors, we saw an opportunity to arm our partners with differentiation and clarity. By creating a standalone company laser-focused on complete visual presentation services, Channel Partners will transform ‘merchandising as a necessary evil’ into a strategic weapon for our clients.”

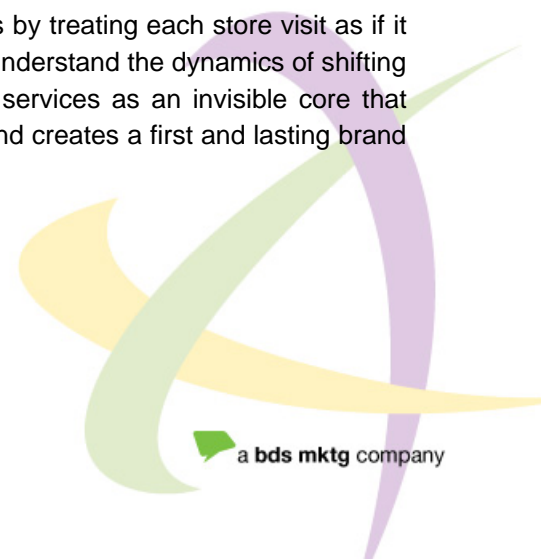
Channel Partners will go to market with an expansive footprint, robust service portfolio and an experienced team already in place. Tracy Neff, the new company’s General Manager said, “Unlike traditional merchandising services, our firm will offer customizable deployment, complete visual presentation, customer-ready retail environments, and even more importantly, field teams that make every impression count.”

For interviews with Mark Dean, CEO of **bds mktg** or Tracy Neff, General Manager of Channel Partners, contact Melissa Burke at (877) 747-4071 x1189 or Marketing@ChannelPartners.com.

About Channel Partners

Channel Partners mission is to create exceptional, customer-ready environments by treating each store visit as if it were their sole opportunity to reflect the best of the retailer and the brand. They understand the dynamics of shifting interests between retailers, manufacturers and customers and present unique services as an invisible core that supports effective sales for the retailer, generates brand loyalty for the vendor, and creates a first and lasting brand impression for the customer. www.ChannelPartners.com

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a **bds mktg** company