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LOCAL FIRM LANDS STRATEGIC ALLIANCE

March 28, 2008 - Detroit, Michigan – A strategic alliance between a national firm, and a Detroit-based company clearly demonstrates the value of diversity business supplier programs.

Brenda Schneider, Senior Vice President of Business and Development Services at Comerica Bank, helped to facilitate this alliance between Mercury Promotions & Fulfillment, a branded merchandise, fulfillment and sweepstakes promotions company with its corporate headquarters in Michigan, and additional offices throughout the U.S., Canada, Europe & Asia Pacific, and The Harmon Group, a Detroit-based Certified Minority Business Enterprise that specializes in corporate incentive and recognition programs. .

“Brenda’s been mentoring my firm for the past five years in helping us develop strong relationships,” says Tina Harmon, president of The Harmon Group. “I’m really thrilled about this alliance as it combines our strengths and resources to fulfill client needs in all areas of marketing and promotions.” “It allows us to broaden and strengthen our services to existing businesses in this market, but to also reach out to the global business community.”

“Employees are often a company’s greatest asset,” adds Harmon. “My goal is to help our clients get the most and make the most from them.” “And by maintaining minimal overhead, I’m typically able to deliver the same levels of quality and service as many larger firms, but usually at a significant reduction in costs, something that is critically important in this leaner economy.”

“Our firm has always been dedicated to supplier diversity,” states Mercury CEO Jon Sloan. “Not only does it represent our commitment to empower minority businesses in the communities we serve and service, but it also provides us a great opportunity to expand our product offerings.”

“We were very impressed with the way The Harmon Group conducts business,” continued Sloan. “The combination of our services complemented each other, and we share the same commitment to excellence in creating value for our clients.”

While the agreement was formally executed on March 14, 2008, both companies are already partnering on a project for an automotive client, and actively pursuing several new opportunities.

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