

**For Immediate Release**

**Compleat Named Winner in 2009 Spirit Awards 11 Top Marketers Category  
Best Client Promotion**



**Seattle, WA June 10, 2009** – ASI has announced the 2009 Spirit Award winners in 11 Categories. Distributor: The Compleat Company® (asi/166102) has received the award for Best Client Promotion of the year for their work with the Seattle Mariners Soul Patch giveaway night.

The soul patch has always been an edgy form of facial hair. Popularized among jazz musicians in the 1950s and '60s, it may have been invented by brass players who found that a well-placed patch of hair below the lips helped keep their mouthpiece comfortable while they were playing.

The look retains some of its élan because not every man can grow hair in the area below his lower lip. Others aren't sure they can pull off the look. But on April 12th, 2008, Seattle Mariners fans of all persuasions got a taste of what it's like to sport a flavor saver. The club distributed 20,000 faux soul patches to fans as a tribute to popular pitcher J.J. Putz.

The Mariners' marketing team came up with the concept and turned to The Compleat Company (asi/166102) to execute it. So where does a distributor find faux facial hair? Compleat Vice President E. Glenn Leimbacher isn't quite giving it away, but he does say, "We have a trusted partner who assists us with sourcing, factory selection and communication/language overseas. He researched and provided us with samples to work from."

The Puget Sound Business Journal highlighted the soul patch promo in a pre-season article about Mariners' marketing efforts, and the night of the giveaway was a huge success.

"It was a fun night," Leimbacher says. "Thirty-seven thousand fans, 80 degrees in Seattle in April, and lots of great jumbo-screen shots of fans of all ages with these on." Several news outlets and sports bloggers had warm and fuzzy things to say about the soul patches, including MLB.com, which featured the promo in an article called "The Best Stadium Giveaways of 2008."

**About The Compleat Company®**

Compleat was founded in 1989 by its President Matthew Mason. The company originated solely as a producer of a screen-printed clothing line for retail but in 1991 realized an increased demand for screen printed and embroidered merchandise and began to change focus to servicing these needs for corporate apparel clients. Continued success and client requests led Compleat to join ASI and PPAI as a distributor of over 750,000 different branded promotional items by representing over 3,500 factories domestic and abroad. Six separate times The Compleat Company has been recognized by the Puget Sound Business Journal as one of the fastest growing private companies and is currently an industry leader and one of the largest promotional merchandise agencies in Washington State. In 2009 Compleat is helping over 600 clients nationwide with branding and promotional merchandise needs.

**About Spirit Awards**

Each year, ASI sets out to find the best and brightest sellers and marketers. These are companies that grow fast, conceive of successful promotional campaigns and create the best advertisements in the industry for themselves as well as their clients.

**About ASI**

Advertising Specialty Institute is the largest media and marketing organization serving the advertising specialty industry, with a membership of over 26,000 distributor firms (sellers) and supplier firms (manufacturers) of advertising specialties. Supplier firms use ASI print and electronic resources to market products to over 22,000 ASI distributor firms. Distributor firms use ASI print and electronic resources, which contain nearly every product in the industry from more than 3,500 reputable suppliers, to locate supplier firms and to market services to buyers. ASI provides catalogs, information directories, newsletters, magazines, websites and databases, and offers e-commerce, marketing and selling tools.

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