



## FOR IMMEDIATE RELEASE

### Crown Products announces new partnership for enhancing Facebook

**Mobile, AL (May 2010)** – Crown Products, a veteran in the promotional products industry announces a new partnership with StoneMass, a social media marketing company, to offer Distributors a new enhancement to their Facebook fan page, the Product Showcase. This is available through SMPublisher™, a proprietary product offered exclusively by StoneMass. Crown Products is pleased to be the first supplier offering this in the industry. Now Distributors can showcase permanently a variety of products, specials, and promotions right on their Facebook fan page.

The Facebook tab will feature Crown Products, special flyers, promotions and other hot products. Once you are set up as a Distributor for this service, there will be additional benefits available from Crown and from StoneMass.

“Crown is very excited to be the first in the industry to be offering specialized Facebook tabs. Distributors that are in the Crown Products 2010 Rewards Program as a silver, gold or platinum member will be guaranteed a Facebook tab. We will also be extending the offer to the first 250 Distributors that respond, hoping to add more as our capability allows.” said Bob Bickert, President and General Manager of Crown Products. “This will not change what you do on Facebook, but will enhance your site giving you more sales opportunities and providing your customers with an easy way to do business with you. Our goal is to help build your Distributor business.”

“With over 20,000 Distributors and Crown Products’ extensive product line, SMPublisher™ will be a win/win for the industry by creating demand and sales while leveraging the fastest growing online social medium.” states Michael Senger, CEO of StoneMass.

For those who have a Facebook fan page and are ready to take advantage of this new Product Showcase, StoneMass will help get your page ready for the Crown Products tab. For those that need help setting up a fan page for the first time, a tutorial is available. To get started, please visit StoneMass at [www.stonemass.com](http://www.stonemass.com).

Crown Products offers a diverse product line of items including Writing Instruments, Business and Office Accessories, Drinkware, Health & Personal Care, Bags and more. Crown is recognized as an industry leader and has been awarded the Supplier Star Award for 10 years, A Distributor Choice Award finalist for 8 years, ASI 5 Star Supplier, Sage “A” rating and more. We attribute these accolades and success of Crown Products to our continued commitment to our “Whatever it Takes” mission. Visit our Facebook page to see a sample of Crown’s tab titled “Product Snapshot”.

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