

# G•A Communications

Contact: Gina Pinchotti  
GA Communications  
770.498.4091  
gpinchotti@ga-1.com

## ADsembly.com gains new online partner in MultiAd Kwikie®

Partnership adds thousands of new products to the ADsembly.com database

ATLANTA, June 14, 2005 — An exclusive agreement has been reached between MultiAd Kwikie and GA Communications, owners of ADsembly.com. This agreement includes the installation of a Kwikie Local Server at GA Communications, which will feed new Kwikie product additions and updates nightly to GA. These products and updates are then integrated into the ADsembly.com system.

ADsembly.com will benefit from this partnership from the addition of Kwikie's over 35,000 unique SKUs. This is in addition to the already 25,000 product images currently in the ADsembly.com database.

"We are very pleased with this agreement and are confident it will be mutually beneficial for both companies," said Rick Davis, CEO, GA Communications. "We are extremely excited about the potential to increase the use of the Kwikie images and to increase the benefits these new images will bring to the ADsembly.com user."

ADsembly.com is a Web-based program that allows users to create immediate in-store grocery ads from his or her own computer. It has hundreds of design templates that give a user the ability to advertise by day, week, theme or season. ADsembly.com can create flyers, window signs and shelf signs.

MultiAd Kwikiee develops, manages and distributes manufacturer-approved images, data and related content solutions for manufacturers and the retail trade community. Kwikiee is funded by participating manufacturers and is distributed free of charge for use in advertising, merchandising and/or e-commerce applications. Since 1945, MultiAd has been a leader in the creation, distribution and enabling of advertising and marketing content. MultiAd is an employee-owned company based in Peoria, Illinois. For more information about MultiAd and its products and services, visit [www.multiad.com](http://www.multiad.com).

ADsembly.com is a product of GA Communications. GA Communications is a 100% employee-owned advertising and production firm that provides clients with customized solutions across all media channels. GA specializes in creative, technology, photography, prepress, print management, Internet, and broadcast services for the retail industry. Headquartered in Atlanta for 38 years, GA has facilities in Philadelphia, Pittsburgh and San Francisco.

For more information on GA Communications, please visit [www.GAsolutions.com](http://www.GAsolutions.com) or call 800.562.4091.