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TERCET CONCLUDES 2007 CATALOG PROJECT FOR S&S ACTIVEWEAR

Chicago...December 15, 2006 - The Tercet Group, a marketing and design firm in Chicago's West Loop neighborhood, announces it has wrapped up the development of S&S Activewear's 2007 catalog. S&S Activewear is a national distributor of imprintable sportswear, and the company's annual catalog serves as its primary sales and marketing tool.

This is the seventh-consecutive year that Tercet has managed this project, and the 2007 edition - containing more than 330 pages and 1,200 styles - is the largest and most diverse in S&S Activewear's history. The new catalog also boasts an innovative lenticular cover whose images change and merge to highlight styles from several of the product categories S&S Activewear carries. Lenticular printing shows depth or motion of images as the viewing angles change, producing a technologically advanced hologram effect.

The entire project takes approximately six months to complete with Tercet managing every aspect, from designing page layouts and managing on-figure and product photoshoots to proofing all copy and being on the final press check.

Since Tercet started handling the project the catalog has expanded in both size and product scope each year, reflecting overall business growth experienced by S&S Activewear. "We're very proud that the catalog has directly contributed to S&S Activewear's growth as a company and is now considered the industry standard," said Pam Helminski Devitt, one of Tercet's principals and the primary account manager for S&S Activewear. "It's also inspired S&S to really expand their marketing efforts to include a range of tactics, all of which play off the images and theme put forth by the catalog each year. We love to see all of the hard work by us and S&S' marketing team directly benefit the company as a whole."

"Good Things Happen in Threes": About The Tercet Group

Since 1999 The Tercet Group has worked with companies of all sizes and industries to help them attain their business goals as their marketing communications partner. Tercet was founded on the belief that marketing communications shouldn't cost a fortune and comes full circle...in other words, there is an undeniable relationship



between an agency, its clients and the people with whom these clients do business. For more information visit www.tercetgroup.com or call 312.432.7550.

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