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Press Release

Diverse Marketing & High Five, Inc.

Diverse Marketing announces their strategic partnership with High Five, Inc. in the Mid-Atlantic States

Manufacturer's sales firm Diverse Marketing, a family owned business established in 1959; has announced a strategic partnership in the Mid-Atlantic States with sales agency High Five, Inc. beginning on February 13th at the International Toy Fair in New York.

The collaboration with High Five, Inc. in the Mid-Atlantic States will enhance both companies' position in the industry. The new partnership is expected to spark innovation and additional growth in all markets by maximizing product availability, market insight, and resources.

The affiliation is a strong strategic fit, leveraging the two leading companies' respective strengths with retailers and vendor partners.

About Diverse Marketing

Diverse Marketing is a leading sales and marketing firm operating in the book, toy, gift and collegiate industries. Diverse Marketing has over seventy five account executives and showrooms in Dallas, Atlanta, Minneapolis, Chicago, a forthcoming location in Las Vegas. This year is Diverse Marketing's first formal exhibition at the New York Toy Fair, booths 6146 - 6148.

About High Five, Inc.

High Five, Inc is a toy manufacturer's representative group founded in 1994 by Dana Barnes and Chris Reynolds. Over the past 21+ years, High Five, Inc. has built a strong portfolio of the topmost toy brands whilst continually improving on the service they deliver. Their unique philosophy and corporate structure has allowed them to provide a level of service and sales that customers and manufacturers both need and have come to expect.

For Immediate Release