

## **Genumark Named as Promotional Distributor of Record by HoMedics Group Canada.**

Toronto, Ontario, November 18<sup>th</sup>, 2009- Genumark Promotional Merchandise has been named as Distributor of Record to Canadian promotional and corporate channels by HoMedics Group Canada.

“This is a tremendous opportunity to introduce a diverse line of innovative and exciting products from a global leader in the retail marketplace.” Said Mark Freed, President and CEO of Genumark. “In addition to HoMedics health and wellness products, we see enormous potential in the promotional, premium and incentive industry for the entire family of HoMedics brands which includes The Sharper Image, ObusForme and the newly launched Powermat.”

“Genumark is a leader in the Canadian promotional industry with an extensive roster of some of the best companies across the country.” Said Shaun Kobrin, CEO of HoMedics Group Canada. “Their efforts to showcase our products to their corporate clients will be an excellent complement to our comprehensive retail initiatives”.

### **About Genumark:**

Genumark was founded in 1980 and has offices, showrooms and warehouses across Canada in Toronto, Kitchener, Ottawa, Montreal, Winnipeg, Calgary, Vancouver and Victoria. Genumark headquarters is the 42,000 square foot sales and distribution facility located at 707 Gordon Baker Road in Toronto. Genumark is a comprehensive promotional merchandise resource specializing in brand identity products, career apparel and corporate uniforms, catalogue programs and e-commerce fulfillment. Genumark is the recipient of a multitude of industry awards including being named the Central Distributor of the Year five times by the Promotional Product Professionals of Canada. [www.genumark.com](http://www.genumark.com)

### **About HoMedics Group Canada:**

Founded in 1987, HoMedics distributes over 250 industry-leading personal care products through retailers in more than 60 countries, with operations in Canada, the United States, Latin America, the United Kingdom, Europe and Australia. HoMedics established its reputation as the leading manufacturer of back and body massagers. Today, the company designs and markets a complete line of personal health, wellness and relaxation products, all focused on affordably improving the lives of consumers.

HoMedics Group Canada, which was formed with the acquisition of ObusForme in 2008, maintains an ongoing commitment to quality and innovation, marketing and distributing products across Canada through most mass market, discount, drug and specialty stores. HoMedics Group Canada’s present portfolio encompasses products under the HoMedics, ObusForme, ([www.obusforme.com](http://www.obusforme.com)) The Sharper Image ([www.sipproducts.ca](http://www.sipproducts.ca)), Powermat ([www.powermat.com](http://www.powermat.com)), Taylor ([www.taylorprecision.ca](http://www.taylorprecision.ca)), Salter ([www.salterhousewares.ca](http://www.salterhousewares.ca)) and Black & Decker brands ([www.blackanddeckershredders.ca](http://www.blackanddeckershredders.ca)).

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