



Barr Allen™
Marketing Communications

For Immediate Release
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Creative Firm Named as a Manufacturer's top-ten Supplier

Barr Allen a seattle-based integrated marketing services firm was named by Wellman Products Group Inc., as a top-ten supplier among its hundreds of suppliers. Acknowledged in a profile by *US Industry Today*, Barr Allen was recognized as playing a crucial role in Wellman's success story.

"It's very unusual for a marketing communications firm to be named a top supplier in the manufacturing world. We are very excited and honored to be tapped as part of Wellan's success," stated Jacqueline LeFort, ABC, President Barr Allen.

Wellman Products, a top global provider of highly engineered solutions for brakes, clutches and driveline components to industry-giants, recently launched a major initiative with the The Pep Boys, Inc. Barr Allen designed and implemented the creative marketing and promotional pieces utilized in the launch, such as POP, signage, collateral and obtaining spokespersons.

Barr Allen, Wellman's marketing communications firm of record, has been partnering with Wellman for over eight years with strategic marketing, designing and implementing of their integrated marketing communications. Since 2001 Wellman has grown 50% in its consolidated worldwide sales.

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"Barr Allen's creativity and responsiveness to our marketing needs, makes them a true partner," stated Carl Harbert, Director of Global Marketing.

About Barr Allen

Barr Allen, doing business as cr8ive4u, inc. is a Seattle-based integrated marketing services firm that specializes in business-to-business marketing communications with visionary solutions and unprecedented client support. Barr Allen serves diversified worldwide business-to-business accounts in manufacturing, high-tech, healthcare and other professional services industries.

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