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Pole Caddy Secures Spot in MillerCoors 2009 Miller Licensed Merchandise & POS Catalog

CAPE CANAVERAL, Florida (April 20, 2009) – The Pole Caddy, a new outdoor product recently launched by Phenix Rising LLC, is seeing early success with inclusion in the 2009 MillerCoors Miller Licensed Merchandise & POS Catalog.

The Pole Caddy is a durable polypropylene accessory which attaches to an umbrella or tent canopy, creating a secure hold-all for items like drinks, electronic gear, etc. Beyond its obvious functionality, however, what interested MillerCoors about the Pole Caddy is its “brand-ability” – specifically, a wide wrap-around rim where high-resolution logos and graphics can be displayed.

According to Gayle Piraino, owner of Gap Promotions LLC, a Massachusetts-based beverage promotional products company, “The Pole Caddy is a natural for this industry. We already do a large volume of custom umbrellas for our clients, including MillerCoors and Diageo, whose portfolio includes Captain Morgan’s; Parrot Bay; Smirnoff; Crown Royal and more. Add a custom Pole Caddy to a custom umbrella, and you’ve just added convenience *and* brand reinforcement.”

It was Piraino, in fact, who happened across the fledgling Pole Caddy web site one day and contacted Ray “The Pole Caddy Daddy” Gambill, the product’s inventor. The two put their heads together to make the kind of connection that scored a hit with MillerCoors LLC.

“It was a thrill to hear we’d been accepted into the MillerCoors Miller Licensed Merchandise & POS Catalog – and as a last minute entry,” says Gambill. “Gap Promotions LLC provided us with a great opportunity to showcase our product.”

Phenix Rising LLC is a privately held company based in Brevard County, Florida. For more information about the Pole Caddy, please visit www.polecaddies.com.

Gap Promotions LLC is an established beverage promotional products company with a mix of diverse staff backgrounds including sales, retail, marketing, fine art and finance. For more information about Gap Promotions LLC, please visit www.gappromo.com.

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