



Apollo Retail Specialists and BDS Marketing Expands Growth Strategy as BDS Solutions Group, LLC.

Irvine, Calif. – June 9, 2016 – BDS Marketing, Inc. is pleased to announce a significant step in the growth of the BDS brand and organization. BDS has partnered with Apollo Retail Specialists and its equity partners to form BDS Solutions Group, LLC. BDS Solutions Group is a platform organization that will allow BDS to significantly expand its service offerings and its capacity.

In addition to providing BDS with additional resources for growth, this transaction brings together two leading companies to support the expansion of the BDS brand. The addition of Apollo brings over 3,000 field representatives and many additional retailer relationships into the BDS organization. This newly created entity will now offer a team of over 7,000 field representatives. Initially consisting of the current BDS and Apollo teams, the combined company is well-poised for growth under BDS Solutions Group umbrella.

BDS is an award winning national agency that provides retail marketing and sales solutions for world class brands in major retailers. This strategic relationship and financial investment provides BDS with the strong capital to support its business growth plans and to continue to meet all of their clients' needs well into the future.

According to Mark Dean, Founder of BDSmktg, "Our clients have been asking us to handle greater capacities for them, and with the addition of Apollo's team, we will be able to execute much larger volumes, and still keep our commitment to quality execution. In addition to creating an expanded organization, this investment will provide us with the capital to secure a number of tuck-in acquisitions that we have targeted to further our growth and service offerings."

Ken Kress, President of BDSmktg, added, “We are thrilled that this partnership will allow us to accelerate our growth strategy, leading to even greater success stories for our clients and provide additional opportunities for our team members. As always, BDS will continue to be guided by our core values of Achievement, Agility and Authenticity, and we look forward to maintaining our unique culture throughout this expansion.”

“This is truly an exciting transition for Apollo Retail Specialists,” says Mike Sunderland, CEO of Apollo Retail Specialists. “The Apollo field organization and our clients will experience a new level of corporate support that we have not had to date. We are thrilled to partner with BDS to offer our associates more opportunities and to provide our clients with streamlined access to a broader service set.”

BDS’ executive leadership, Ken Kress and Mike Britton, will continue to lead the current BDS team out of Irvine, CA. Mike Sunderland of Apollo Retail Specialists will continue to lead the current Apollo team out of Tampa, FL.

About BDSmktg

BDSmktg is your trusted retail marketing partner. With over 30 years of experience guiding customers through the buying journey, we are experts at powering sales for the world’s top brands. BDS offers our clients three fully integrated core solutions that drive brand demand and sell-through: Brand Advocacy, Retail Readiness, and Retail Environments. We craft custom solutions from our suite of 18 services, and our specialized teams ensure your brand is ready for each new selling season. Founded in 1984, BDS Marketing, Inc. is headquartered in Irvine, Calif. with a regional office in Heath, Ohio. For more information, visit www.BDSmktg.com.

About Apollo Retail Specialists

Founded in 1992, Apollo is a national retail service organization based in Tampa, Florida. This team offers a wide range of services to leading retailers and branded product companies. Its services include product merchandising, new store set ups, remodels, resets and fixture installations. Apollo also fields a separate team of technicians that assemble products for store display, store inventory and at home use. The company is supported by a national field organization along with its offices in Charlotte, NC; Dallas, Texas and Irvine, CA.