

NEWS RELEASE

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Small Company, Big Sponsor

With fewer than 100 employees, Baudville demonstrates it doesn't take a large business to play a giant role in community

Kentwood, MICH., -- Since its conception 25 years ago, Baudville, Inc., a leading provider of employee award and recognition products and tools, has been an active contributor to charitable organizations both locally and nationally. Recently, Baudville's charitable giving efforts were formalized with hopes of becoming a more effective partner in the community.

In the fall of 2007, the company's charitable arm was branded *Baudville's Helping Hand*. The formalized name uses one of Baudville's most successful product themes (Helping Hands) to represent its charitable mission which historically, had an emphasis on children's issues.

"The mission of Baudville's Helping Hand is to provide children with hope, dignity and purpose," explains Brad Darooge, Baudville President and CEO. "Baudville aims to achieve its charitable mission by actively supporting charitable organizations in education, public health, social justice, and environmental preservation," Darooge added.

With fewer than 100 employees, Baudville demonstrates that it doesn't take a large business to play a giant role in the community. Baudville has long had philanthropy partnerships with Helen DeVos Children's Hospital Foundation, St. John's Home, Equest Center, Hope Network, and Habitat for Humanity of Kent County. Baudville hopes the formalized giving program will improve relations with these local organizations and create opportunities for many more valuable partnerships.

"When we're out in the community, we want to make a positive impression," says Debra Sikanas, former Baudville president and current Baudville's Helping Hand chair. "As we continue our giving, we hope the Helping Hand image will help us attain a higher quality connection with charitable organizations."

Baudville encourages active employee involvement in its charitable giving efforts. The company attributes their success and giving capabilities to employee contributions and teamwork. As a result, the company seeks out charitable opportunities that reflect employee interests and improve their communities.

Baudville has created a unique program to recognize employees with a charitable giving incentive. Employees can earn the opportunity to have a donation made to their favorite charitable organization through the company's annual Perfect Attendance Award.

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The program recognizes employees who maintain perfect attendance for one consecutive year by making a monetary donation in the employee's name to their charity of choice. The award has become one of the company's most coveted awards, a vivid demonstration of the value of philanthropy in the company's culture.

ABOUT BAUDVILLE, INC.

Founded in 1983, Baudville (www.baudville.com) is a leading provider of employee award and recognition products and tools. Today, Baudville continues to build on its past success, aggressively upgrading and expanding product development and marketing efforts. A recent renovation doubled operations to nearly 65,000 square feet to provide room for all departments to grow as the company looks to future initiatives. Its 90 talented and dedicated employees will satisfy over 200,000 customers this year.

FOR MORE INFORMATION

Images and company logos can be obtained by contacting Cori Drenth at (616) 698-0889, cdrenth@audville.com.

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