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# Press Release

## **Diverse Marketing & Be Smart Toys, LLC**

Diverse Marketing announces their strategic alliance with Be Smart Toys, LLC on the West Coast.

Manufacturer's sales firm Diverse Marketing, a family-owned business established in 1959, has announced a strategic alliance on the West Coast with sales agency Be Smart Toys, LLC beginning May 23, 2016.

The alliance with Be Smart Toys, LLC on the West Coast will enhance both companies' position in the industry. The new alliance is expected to spark innovation and additional growth in all markets by maximizing product availability, market insight, and resources.

The affiliation is a strong alliance, leveraging the two leading companies' respective strengths with retailers and vendor partners.

### ***About Diverse Marketing***

*Diverse Marketing is a leading sales and marketing firm operating in the book, toy, gift and collegiate industries. Diverse Marketing has over one hundred account executives and showrooms in Dallas, Atlanta, Minneapolis, Chicago, and Las Vegas.*

### ***About Be Smart Toys, LLC***

*Be Smart Toys, LLC is a specialty toy manufacturer's representative group founded in 1985 by Bill St. John. Over the past 30 years, Be Smart Toys, LLC. has committed to bringing unique and high quality toys, gifts, infant and toddler items, science kits, games, puzzles and hobbies to the specialty retail marketplace. Each of Be Smart Toys, LLC account executives join the alliance with a minimum 15 years of industry experience and are all extremely excited about the new affiliation.*