

DIRECT EDGE

FOR IMMEDIATE RELEASE

DIRECT EDGE MEDIA LAUNCHES #BRINGBACKRETAIL INITIATIVE TO SUPPORT RETAIL CLIENTS

Direct Edge Employees Incentivized to support Vans, Quiksilver, Billabong, RVCA, Roxy, Tilly's, Fox, etnies, Hoonigan, Volcom, Havaiana's, VonZipper and More

June 17, 2020 (Anaheim, CA) - Today, as businesses begin to reopen, Direct Edge, an industry-leading print communications company, has decided to #BringBackRetail to drive business back into brick and mortar retail stores. Direct Edge will kick-off #BringBackRetail by investing money into its business partners' brands and reimburse Direct Edge employees who make purchases in select retailers on June 27th. Direct Edge is inviting everyone to join the #BringBackRetail initiative in support of retailers during these trying times amid the COVID-19 pandemic. For additional information, click here: bringbackretail.com



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To kick-off #BringBackRetail, Direct Edge will be hosting an event with its employees on Saturday, June 27th at the Irvine Spectrum at 10:30 AM; encouraging team members to shop at a list of Direct Edge's retail partners. As an incentive, Direct Edge will be reimbursing its employees for their retail purchases up to \$250.

"As an organization, we have always valued our business clients as an extension of our Direct Edge family. Many of them have been deeply impacted by COVID-19 and we wanted to create a fun way to unite our employees while doing our part to support our business partners," said Ryan Brueckner, CEO and Co-Founder of Direct Edge Media.

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“Our intent is to support brick and mortar retailers and welcome additional brands to jump on board,” said Ryan Clark, President and Co-Founder of Direct Edge media. “While Direct Edge is one company looking to #BringBackRetail, we hope the initiative motivates the community to shop locally and support their favorite brands.”

Direct Edge will encourage employees to support the following brands and retailers: Vans, Quiksilver, Billabong, RVCA, Roxy, Tilly’s, Fox, etnies, Hoonigan, Volcom, Havaiana’s, VonZipper and more.

All participants are encouraged to make a purchase at their favorite retailer, take a photo and share it to their social media channels with #BringBackRetail to support.

For additional information on the #BringBackRetail initiative, visit www.BringBackRetail.com.

About Direct Edge Media, Inc.

Direct Edge Media Inc. was established in 2001 and is one of the fastest growing print companies. Co-founded by Ryan Brueckner and Ryan Clark, the company started as a large-format photo printer and quickly evolved into full-service print communications company, providing a variety of capabilities ranging from its proprietary Print-on-Demand program to print production to warehousing and logistics. With its main office located in Anaheim, California, Direct Edge also has satellite production sites in Orange, California and Denver, Colorado. For more information about Direct Edge Media, please visit our website at www.directedgemedi.com.

*Direct Edge’s #BringBackRetail is also supported by Master Plan Communications (MPC). MPC is a modern public relations agency that provides value to companies by achieving measurable business results through strategic PR programs that reach target audiences. The agency prides itself in striving to be the best PR service provider in the U.S. through cultivating and maintaining relationships with clients, media, influencers and consumers. For more information, visit: www.masterplancommunications.com

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