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BEIJO BAGS CHOOSES AMS FULFILLMENT

Beijo Bags partners with AMS for U.S. Fulfillment Services

Los Angeles, CA — August 1, 2006 — AMS Fulfillment (Advantage Media Services, Inc.) has been awarded the fulfillment contract by Beijo Bags (www.bejobags.com) for U.S. distribution announced Jay Catlin, President/Managing Partner of AMS. Beijo Bags is a home-party business that sells chic, affordable handbags and accessories through their national presence of over 1000 Beijo sales representatives. Beijo Bags recently transitioned to a new Internet driven direct-to-rep order distribution model in August of 2006, with AMS serving as the first centralized warehouse and distribution center for the company.

Founder and sole designer, Susan Handley, first started designing handbags when she was ten years old. At that time, the ideas remained strictly in her imagination. Today, however, they've grown up to become a very real part of her adult life and Susan is not only watching her own dream come true, but is also the creative force behind a growing success story for women all across the country. Having declined department store offers to carry her bags nationwide, Susan is committed to her vision that home parties remain the core of her company and has proven it as Beijo Bags are now sold by the tens of thousands at home parties! Many of the women who host Beijo parties are in the process of gaining their first measure of financial independence. These women are, as Susan says, "Exactly like myself, who can do something to make money and feel good and still be there at the bus stop at 2:00 when their children get home."

"Success is being able to balance your life and be passionate about what you do," says Susan. "I am meticulous about my products and needed a fulfillment company that not only shares my vision but could uphold the quality of the brand I've built." Fulfillment operations became a very sensitive decision for Beijo Bags in 2006 when they chose to change their distribution model from regional/decentralized operations to a centralized, direct-order Internet-based environment. "AMS has proactively supported our new operating model and served as a tremendous resource for us in its development. They are less like a vendor and more like a partner to our business. Soon they'll be like family, I have no doubt!"

"Choosing the right fulfillment partner and integrating your business to a 3rd party is no easy task," says Jay. "We pride ourselves on taking a partnership approach and giving clients our energy and effort as if it was our own business... and in the case of Beijo Bags, we are very sensitive to their business needs with all of the exciting changes that are occurring with their distribution model."

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About AMS

Based in the Los Angeles area (Valencia, California), AMS Fulfillment offers turnkey distribution services for retail/wholesale and consumer-based client programs, including Electronic Order Processing, Internet/E-Commerce Services, Retail Product and Marketing Materials Fulfillment, High SKU Pick-Pack-SHIP, Inventory Management, Complex Kitting and Assembly Services, Logistics/Transportation Management and Returns Processing Services. AMS is operated by a cohesive staff of fulfillment professionals who have experienced thousands of programs and managed thousands of clients in their collective histories. With this experience comes a proactive understanding of fulfillment operations, and we use this knowledge every day to the ultimate benefit of our clients.

For more information, call 661-775-0611 or visit www.amsfulfillment.com

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