



Contact: Andrew Shoushanian
313-982-1400
andrews@versacom-inc.com

FOR IMMEDIATE RELEASE

FORDCLUBMERCHANDISE.COM LAUNCHED FOR FORD OWNERS AND ENTHUSIASTS

Dearborn, Michigan, May 11, 2012 – Versacom Incorporated, a leading provider of innovative marketing and communication services for more than 40 years, recently announced the launch of a new service and website for Ford club members and Ford enthusiasts, www.fordclubmerchandise.com.

The new on-line store features a wide selection of officially-licensed Ford merchandise for all Ford clubs and for Ford enthusiasts everywhere. The merchandise and apparel collection is specifically designed for all Ford Enthusiasts. The merchandise is available for fast turnaround, and the selection will continue to expand daily with in stock items shipping within 24 hours.

The store also features an option that is particularly appealing to this audience. Customers are able to order custom merchandise designed with their own club logo for special events! Event kits, including signage, banners and other necessities, are also available to help customer's market and promote their club activities.

“The Ford Club Merchandise Team is passionate about Ford and their work. They are extremely well qualified to meet the merchandise needs of our Ford enthusiast clubs, from concept design through delivery,” said Elena Ford, Director of Global Marketing, Sales and Service Operations at Ford Motor Company. She continued, “I am confident everyone will be pleased with the quality and value of their products and the outstanding services they provide.”

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About Versacom Incorporated

Versacom Incorporated, an ISO 9001 and WBENC (Women’s Business Enterprise National Council) certified marketing and communications firm located in Dearborn, Michigan, provides innovative marketing services to leading automotive and other Fortune 500 companies. Services include branding, corporate communications, product launch campaigns, retail tools and displays, shows and meetings, event management and logistics, as well as print and video production. For more information, contact Versacom Inc. at 313-982-1400 or www.versacom-inc.com.