

FOR IMMEDIATE RELEASE
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HOMEDICS HIRES DONER AS AGENCY OF RECORD
CONSUMER ELECTRONICS AND HOUSE OF MARLEY BRANDS

(Southfield, Mich.) – HoMedics Inc., has hired Doner as its advertising agency for its consumer electronics and House of Marley licensed products.

Known for its quality line of home health electronics and its Black and Decker and Sharper Image licensed products, HoMedics selected Doner without a review. The Commerce Township, Mich.-based retail and licensing company has grown significantly and is turning to Doner to help further build its brands.

“We have great products with already strong brand names. Now we need to scale them up to their global potential,” said Alon Kaufman, CEO of HoMedics. “We were impressed with Doner’s track record to launch and sustain brands and we look forward to what we can accomplish together.”

“We really respect the outstanding company that HoMedics has become and we’re thrilled to help build two of its most admirable brands,” said David DeMuth, co-CEO and president of Doner. “It’s rewarding to partner with a company that’s working to bring growth to the State of Michigan.”

Doner’s two primary responsibilities will include supporting the HoMedics line of personal care products and the House of Marley licensed product line. In March, HoMedics announced a joint venture with Marley & Co., the family of reggae musician Bob Marley, to create The House of Marley. They introduced a line of consumer electronics under the brand that will debut in the fourth quarter. The line reflects the Marley family values of equality, authenticity, charity and sustainability.

About HoMedics:

HoMedics is the number one name in health and wellness around the world. Created with the highest quality components, HoMedics invests in the latest technological advances to provide products dedicated to restoring everyday balance. www.homedics.com

About The House of Marley:

Working together for a better world, The House of Marley was created from the belief in Bob Marley's vision of "One Love," offering a range of earth-friendly, innovative products that adhere to the Marley family core values: equality, unity, authenticity, charity and sustainability. www.thehouseofmarley.com.

About Marley & Co.:

Marley & Co. is a lifestyle branding company offering unique partnerships with leading manufacturers and retailers worldwide to create branded products that represent the association of the legendary musician Bob Marley. www.marleyandco.com.

About Doner

Based in Southfield, Mich., Doner is a proudly independent agency with offices in North America and London, serving clients including Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil, Autotrader.com, Cox Communications, The UPS Stores, Wilson Tennis, Owens Corning, Chiquita and Avery Dennison. A full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com