

Tecumseh Products Awards Online Store to Helm Incorporated

DETROIT, Jan. 21 /PRNewswire/ -- Helm Incorporated, the Highland Park specialty fulfillment company was recently awarded the *Advantage Partners Program* by Tecumseh Products Company, Ann Arbor, Michigan.

Advantage Partners is a business-building resource that provides wholesalers of Tecumseh-manufactured products with access to branded merchandise, training and service literature, and Point of Sale materials to help them grow their businesses. Under the terms of the contract, Helm will provide an online store, source and warehouse the items to be offered, provide print management services, and fulfill orders.

The Advantage Partners online store launched in January 2009, replacing an earlier version. Advantage Partner Program members are able to conveniently access corporate materials through this Internet-based channel, and order merchandise featuring the recognizable Tecumseh brand. The online store supports many of Tecumseh's marketing efforts including employee programs, international customers and programs serving their markets.

"Tecumseh was looking for a partner that could help them take the program to the next level," said Vice President of Marketing, Garry Cole. "We are honored to have been chosen and look forward to working with the Tecumseh team to help them broaden their reach by leveraging our in-house resources and our experiences with the online marketplace."

Helm offers a number of services and solutions to corporate clients to help them address their business challenges. These include branded merchandising programs, contact center services, creative services, specialized fulfillment, incentive and loyalty solutions, print management, and program administration.

About Tecumseh Products

Tecumseh Products Company, established in 1930, is a full-line independent global manufacturer of hermetically sealed compressors, condensing units and refrigeration systems. Additional information is available at www.tecumseh.com.

About Helm Incorporated

Helm is a specialty fulfillment provider. Established in 1943, Helm supports recognized companies including ArvinMeritor, BP Lubricants/Castrol, Carhartt, Chrysler, ePrize, Ford, FTD, General Motors, Hino Trucks USA, Honda, NAPA Auto Parts and Toyota. Helm is known for its cost-reduction fulfillment approach, its "best practices" technology platform, and its efficient execution through in-house resources. Helm is the nation's largest provider of *factory-authorized* service and owner information at www.helminc.com. See www.helm.com for additional company information.