

The Brandit Agency Joins The Legacy Group

The Brandit Agency (PPAI 467568), based in Vero Beach, Florida, has become The Legacy Group's newest distributor partner. The Legacy Group, an industry buying group, now represents more than \$260 million of buying power in the promotional marketing arena.

The Brandit Agency was started in 2009 by a small group of like-minded business professionals. Today, it specializes in helping companies scale through smart branding and digital strategies. Alex Kiss, CEO, says, "The Brandit team is very excited to become a part of The Legacy Group. We look forward to collaborating and growing with this distinguished group of companies as our industry partners."

Jolie Porter, managing director of The Legacy Group, adds, "We are extremely proud to welcome The Brandit Agency to The Legacy Group family. Their impressive team and forward-thinking business model provide an exciting new perspective to our group and will amplify our reputation as one of the leading buying groups in the industry."

The Legacy Group was founded in 2000. In addition to The Brandit Agency, its distributor partners are Concepts & Associates, Concord Marketing Solutions, Eagle Promotions, Genumark, John Michael Associates, Mercury Promotions & Fulfillment, PromoShop and Target Marketing Group.