

FOR IMMEDIATE RELEASE

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**156 Distributors Affiliate with iPROMOTEu in 2009
One Every 1.6 Business Days**

February 9, 2010 – Wayland, Massachusetts: iPROMOTEu announced today that it enjoyed another successful year in 2009, generating order volume of nearly \$48,000,000. In the past six years, iPROMOTEu's order volume has increased from \$13,600,000 to almost \$50,000,000 for an impressive average annual growth rate of nearly 25%. In 2009, iPROMOTEu was again recognized by ASI's Counselor Magazine and PROMO Marketing Magazine as being among the largest distributor companies in the promotional products industry. In addition, ASI recognized iPROMOTEu as being one of the industry's Top Ten Fastest Growing Distributors (#7), for the second year in a row, and the #1 Fastest Growing Distributor among all of the Counselor "Top 40" Distributors. Moreover, iPROMOTEu was also recognized as being one of the Top Ten Best Places to Work in the industry (#4), for the second year in a row, and – again – the #1 Best Place to Work among all of the Counselor "Top 40" Distributors.

iPROMOTEu also announced that 156 experienced promotional products distributors affiliated with iPROMOTEu in 2009 – a pace of roughly one new Affiliate every 1.6 business days. In addition, the productivity of iPROMOTEu's new Affiliates has also been increasing. In 2009, compared to 2008, the average estimated annual sales volume among new Affiliates increased by approximately 20%. A similar 20% increase occurred between 2008 and 2007. It is important to note that all iPROMOTEu Affiliates have pre-existing industry experience.

At the end of 2009, iPROMOTEu had a nationwide network of 475 Affiliates from 46 states throughout the country (plus Puerto Rico and the District of Columbia). In addition to the 475 distributors affiliated with iPROMOTEu, these distributors, themselves, had a total of 176 salespeople working for them. As a result, iPROMOTEu's "selling" network, at the end of 2009, was comprised of more than 650 distributors and salespeople.

Ross Silverstein, the Founder, President & CEO of iPROMOTEu, remarked: "2009 was a very trying year for many in the promotional products industry. Many distributors suffered sales declines and were forced to assess their business practices and make some difficult decisions. Distributors who affiliated with iPROMOTEu have been able to weather the storm, and even thrive, as their competitors struggled. Distributors who are affiliated with iPROMOTEu are positioned to quickly take advantage of an improving economy. Experienced distributors who need financing, better supplier pricing and more time to sell continue to choose iPROMOTEu. I am confident that 2010 will be another strong year for both iPROMOTEu and our Affiliates."

For more information about iPROMOTEu, visit its website at www.ipromoteu.com.

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iPROMOTEu is a service provider to promotional products distributors. Its selling network consists of more than 650 experienced distributors and their sales representatives from more than 40 states throughout the country. In addition to many other important services, iPROMOTEu finances orders, processes orders, provides accounting and technology tools, and obtains discounted pricing from industry suppliers. iPROMOTEu relieves distributors of the tedious, time-consuming, non-revenue generating activities – so that distributors can spend more of their time selling. iPROMOTEu also helps experienced industry salespeople establish their own distributorship – quickly, easily, and inexpensively. These former salespeople can earn significantly more money as an iPROMOTEu affiliate. For more information about iPROMOTEu, visit its website at www.ipromoteu.com.

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