



FOR IMMEDIATE RELEASE

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114 Promotional Products Distributors Affiliate with iPROMOTEu in 2006
Representing an Estimated Annual Sales Volume of \$21,000,000

February 12, 2007 – Wayland, Massachusetts: iPROMOTEu announced today that a total of 114 promotional products distributors affiliated with iPROMOTEu in 2006. The annual sales volume represented by these 114 new iPROMOTEu Affiliates is estimated at \$21,000,000. Each of these new iPROMOTEu Affiliates, as is the case with all iPROMOTEu Affiliates, is an experienced industry sales professional – either an existing independent distributor or a successful salesperson working for another distributor.

To emphasize the significance of this accomplishment, iPROMOTEu is welcoming new IDAs (Independent Distributor Affiliates) at the astonishing rate of nearly one every second business day.

More than 300 experienced independent distributors are now affiliated with iPROMOTEu from more than 40 states throughout the country. In addition to the dramatic increase in its number of IDAs, iPROMOTEu's 2006 order volume increased significantly as well – by more than 60% compared to its 2005 performance. The company's 2006 order volume should rank it among the very largest distributor companies within the industry, and place iPROMOTEu well within the prestigious ASI/Counselor list of "Top 40" distributors.

Ross Silverstein, the President & CEO of iPROMOTEu, was pleased but not surprised by his company's 2006 performance. "I fully expected to grow at this pace and, in fact, I expect an accelerated level of growth in 2007 and beyond. iPROMOTEu offers a remarkable opportunity for experienced distributors and salespeople who want to run their own distributorship. We also have an outstanding staff that works hard to assist our IDAs." According to Silverstein, "iPROMOTEu clearly has proven its value proposition – especially given that every iPROMOTEu Affiliate is an experienced distributor or salesperson; these

sales professionals know the options that are available to them in the industry today, and more than 300 of them have decided that iPROMOTEu is the superior option.”

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 network consists of more than 300 experienced distributors 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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