

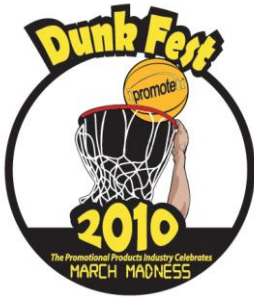
FOR IMMEDIATE RELEASE

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iPROMOTEu Announces DUNK FEST 2010

The annual NCAA college basketball tournament challenge exclusively for the promotional products industry.



March 10, 2010 – Wayland, Massachusetts: iPROMOTEu announced today that it will be organizing, again this year, Dunk Fest 2010, the annual NCAA college basketball tournament challenge exclusively for the promotional products industry. Dunk Fest is a fun way to create enthusiasm and spirit, and to foster friendly competition, among those working in the promotional products industry. The tournament is being organized and run by iPROMOTEu (www.ipromoteu.com). Norwood Promotional Products (www.norwood.com), Bodek and Rhodes (www.bodekandrhodes.com), and Advertising Specialty Institute (ASI) (www.asicentral.com) are also participating as sponsors of Dunk Fest 2010. In years past, iPROMOTEu organized a tournament challenge just for

its affiliates and preferred suppliers. In 2008, iPROMOTEu decided to open its tournament challenge to the entire promotional products industry. Dunk Fest is now an annual event.

To learn more about Dunk Fest 2010, and to participate, please visit www.ipromoteu.com/dunkfest.html.

The three participants with the highest scores at the end of the tournament challenge will be recognized as the winners of Dunk Fest 2010 and will receive the First Place, Second Place and Third Place awards commemorating their impressive achievement. In addition, the 50 highest scoring participants will receive a free commemorative Dunk Fest 2010 T-Shirt.

Individuals working as or for a distributor, a distributor salesperson, a supplier (including a supplier salesperson or a multi-line rep), or a service provider (such as ASI, PPAI, a regional association, a technology company, or a trainer, etc.) are all eligible, and encouraged, to participate. Sorry, no friends, spouses, children, etc. may participate. Also, only one entry per individual; multiple entries will result in disqualification.

Dunk Fest is the idea of Ross Silverstein, the President & CEO of iPROMOTEu. Remarking on the idea of Dunk Fest, Silverstein commented: "I've always been a huge sports fan, and I love this tournament. Instead of hundreds of smaller company-wide tournament challenges, I thought it would be neat to have one large tournament challenge for the entire promotional products industry. I also thought that Dunk Fest would be a fun way to create enthusiasm and spirit, and to foster friendly competition, among those working in the promotional products industry."

To learn more about Dunk Fest 2010, and to participate, please visit www.ipromoteu.com/dunkfest.html.

iPROMOTEu is a service provider to promotional products distributors. Its selling network consists of more than 660 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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