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iPROMOTEu’s Silverstein to Represent U.S. at Beijing Olympics

Takes Leave of Absence as CEO

April 1, 2008 – Wayland, Massachusetts: Ross Silverstein, the Founder, President & CEO of leading industry distributor, iPROMOTEu, will represent the United States at the 2008 Summer Olympics in Beijing, China. Many people in the industry know of Silverstein’s aggressive and hard-charging style as he created and dramatically grew his very successful company. Few people, however, are aware that Silverstein is also a world class athlete. For years, Silverstein has competed at the highest level in both table tennis and synchronized swimming. “The opportunity to represent my country is too great an experience for me to let pass,” remarked Silverstein when he broke the news to his iPROMOTEu staff.

Silverstein will be taking a leave of absence from iPROMOTEu so that he can concentrate more intensively on his training. Rick Badiner, iPROMOTEu’s Executive Vice President, will assume Silverstein’s responsibilities while he’s away. “We’ll certainly miss Ross’ leadership and his creative mind but, as a company, iPROMOTEu will be just fine during his absence. Of course, we all will be cheering him on,” commented Badiner.

Silverstein further remarked, “I love iPROMOTEu and I believe it is the finest distributor organization in the industry, but this is an opportunity of a lifetime that I feel I must pursue.” Silverstein admitted that he was teased quite a bit when he was younger regarding his involvement with synchronized swimming. However, his prowess at table tennis helped somewhat as there was less of a stigma associated with ping pong. Silverstein believes that the ridicule and abuse he faced as a youngster has made him stronger and has helped him overcome obstacles in business.

Those who know Silverstein are aware that he is a well-rounded and multi-talented individual. Those who do not know him might conclude that this press release is nothing more than an April Fools Day prank. Then again, even those who do know Silverstein may not know what to believe.

iPROMOTEu is a service provider to promotional products distributors. Its network consists of more than 475 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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