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Winners of Dunk Fest 2010 Announced

Trophies and t-shirts awarded to the top scorers.



April 6th, 2010 – Wayland, Massachusetts: With Duke University winning the NCAA men’s college basketball championship Monday night, Dunk Fest 2010 officially came to an end. Dunk Fest is the annual NCAA men’s college basketball tournament challenge exclusively for the promotional products industry. “This year’s tournament was a lot of fun and generated spirited conversation and competition among the 171 industry participants,” remarked, Ross Silverstein, the President & CEO of iPROMOTEu, the organizer of Dunk Fest 2010.

The overall winner of Dunk Fest 2010 was Melissa Martin, Accounts Receivable Coordinator for iPROMOTEu, correctly choosing Duke University to win the championship game and, remarkably, selecting three of the four Final Four teams, including Butler. Melissa ended the tournament with 1,300 points and placed in the 99.9th percentile among the nearly five million brackets submitted on ESPN.com.

Michelle England, Order Completion Specialist for iPROMOTEu, came in second place, followed by Nels Bodway of Wisconsin based Affiliate, The Source House, in third place.

Other notable performances were the following: #5 Candace Hershey of ASI; #6 Dan Edge of supplier Peerless Umbrella; and #9 Tom Flippo of supplier Dunbrooke Apparel Corp.

The top three winners will each receive trophies courtesy of Norwood Promotional Products, and the top fifty scorers will each get commemorative Dunk Fest 2010 t-shirts courtesy of Bodek and Rhodes.

Dunk Fest was created as a fun way to generate enthusiasm, spirit, and friendly competition among those working in the promotional products industry. Dunk Fest 2010 was organized and run by iPROMOTEu (www.ipromoteu.com), and sponsored by the Advertising Specialty Institute (ASI) (www.asicentral.com), Bodek and Rhodes (www.bodekandrhodes.com), and Norwood Promotional Products (www.norwood.com).

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

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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