



**FOR IMMEDIATE RELEASE**

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**48 New Distributors Affiliate with iPROMOTEu in Q1 2007  
Representing \$11,800,000 in Annual Sales Volume**

**April 23, 2007 – Wayland, Massachusetts:** iPROMOTEu announced today that forty-eight promotional products distributors have affiliated with iPROMOTEu during the first three months of 2007. The annual sales volume represented by these forty-eight new iPROMOTEu Affiliates is approximately \$11,800,000. 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 formerly working for another distributor. iPROMOTEu added ten new Affiliates in January, eighteen new Affiliates in February, and twenty new Affiliates in March. Industry distributors and salespeople have been affiliating with iPROMOTEu at a rate of nearly one every business day during the first quarter of 2007. Presently, 338 distributors and their salespeople, from 42 states (Puerto Rico and the District of Columbia as well) are affiliated with iPROMOTEu.

At this pace, nearly 200 industry distributors and former salespeople will affiliate with iPROMOTEu by the end of 2007. “That is an incredible number,” remarked Ross Silverstein, the President & CEO of iPROMOTEu. “I can’t imagine that any other company within the promotional products industry is growing as rapidly as iPROMOTEu. And, unlike other distributor organizations, we are not buying our growth through acquisitions; rather, experienced industry sales professionals are coming to us and asking to affiliate.”

For more information about iPROMOTEu, visit its website at [www.ipromoteu.com](http://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](http://www.ipromoteu.com).

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