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**ANOTHER RECORD YEAR FOR iPROMOTEu:
\$75,000,000 Order Volume; 25% Annual Growth; 174 New Affiliates**

WAYLAND, Mass- January 17, 2012— iPROMOTEu announced today that 174 promotional products distributors affiliated with iPROMOTEu during the 2011 calendar year. These new affiliates, in the aggregate, have an estimated annual sales volume of over \$40,000,000. Each of these new 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.

2011 was an exceptional year for iPROMOTEu. The company partnered with a new affiliate every 1.4 business days and the total order volume for the year was nearly \$75,000,000, an increase of approximately 25% over 2010.

Presently, nearly 600 distributors from 48 states (plus Puerto Rico and the District of Columbia) are affiliated with iPROMOTEu. Including the salespeople that are working for these affiliates, there are more than 810 industry sales professionals among iPROMOTEu's "selling" network nationwide.

"Many factors have contributed to iPROMOTEu's success this year," said iPROMOTEu President and CEO Ross Silverstein, "iPROMOTEu offers an attractive, ever-improving platform regardless of the state of the economy or time of year. Furthermore, the advice provided by Cliff Quicksell, Sales and Marketing Consultant, and Bob Schwei, Print and Packaging Consultant, has helped make iPROMOTEu the destination of choice for experienced industry distributors and salespeople. Of course, our affiliates are our customers. They remain in charge and we work for them. We provide our affiliates with the attention, care and support they deserve."

Not only did iPROMOTEu see substantial growth during the year, the company was also recognized with several industry-specific awards. iPROMOTEu was again recognized by ASI's Counselor magazine and PROMO Marketing magazine as being among the largest distributor companies in the promotional products industry. Additionally, iPROMOTEu was recognized by Counselor magazine, for a third time, as one of the Best Places to Work in the promotional products industry. Of special note, beyond just the industry accolades, iPROMOTEu was included in the 2011 Inc. 5000 – Inc. magazine's listing of the 5,000 fastest growing private companies in America.

iPROMOTEu is a service provider to promotional products distributors. In addition to many other important services, iPROMOTEu finances and 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 or call 800-850-3370.

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