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**iPROMOTEu EXPERIENCED TREMENDOUS SUCCESS IN 2010:
197 New Affiliates, Order Volume of Nearly \$60,000,000 and Continued Industry Recognition**

WAYLAND, Mass- January 10, 2011— iPROMOTEu announced today that 197 promotional products distributors have affiliated with iPROMOTEu during the 2010 calendar year. These new affiliates, in the aggregate, have an estimated annual sales volume of \$52,585,000. 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.

2010 was notably the best year in the company’s history; iPROMOTEu brought onboard more new affiliates and took in a higher estimated order volume than any year prior. The company partnered with a new affiliate every 1.3 business days and the total order volume for the year was nearly \$60,000,000, an increase of approximately 24% from 2009.

Presently, over 560 distributors from 46 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 760 industry sales professionals among iPROMOTEu’s “selling” network nationwide.

“Many factors have contributed to iPROMOTEu’s success this year,” said iPROMOTEu Founder and President Ross Silverstein, “iPROMOTEu offers an attractive, ever-improving platform regardless of the state of the economy or time of year. Furthermore, the addition of Cliff Quicksell to our team as Sales and Marketing Consultant has helped make iPROMOTEu the destination of choice for experienced industry distributors and salespeople.”

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. Based on ASI/Counselor’s State of the Industry report in July 2010, iPROMOTEu is ranked as the #1 fastest growing distributor company over the past five years among all of the industry’s largest distributor organizations. Additionally, Silverstein landed 15th on the Counselor Power 50 list which speaks to his innovation in the industry.

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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