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iPROMOTEu SETS A NEW 1st QUARTER RECORD

65 New Distributors Affiliated With iPROMOTEu During the First Three Months of 2011

WAYLAND, Mass- April 20, 2011— iPROMOTEu announced today that 65 promotional products distributors have affiliated with iPROMOTEu during the first three months of 2011, breaking last year's record of 57 by an additional eight affiliates. With 64 business days in the first quarter, new affiliates joined iPROMOTEu at the rate of one per day. These new affiliates, in the aggregate, have an estimated annual sales volume of nearly \$17,000,000. 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.

Presently, approximately 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 nearly 800 industry sales professionals among iPROMOTEu's "selling network."

"One new iPROMOTEu affiliate every business day of the first quarter is amazing. We've set a record for number of new affiliates each month this year. iPROMOTEu is growing at a tremendous pace and I couldn't be happier," said iPROMOTEu President & CEO Ross Silverstein.

iPROMOTEu is a service provider to promotional products distributors. 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 or call 800-850-3370.

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