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iPROMOTEu Hires Troy Mingo as Business Development Specialist

Veteran Industry Recruiter Seeks to Further Accelerate the Company's Growth

November 26, 2008 – Wayland, Massachusetts: iPROMOTEu, one of the industry's largest and fastest growing distributor companies, has hired Troy Mingo as its Business Development Specialist. Mingo has eight years of professional, hands on experience recruiting within the promotional products industry. Adventures in Advertising, Goldman Promotions, The Vernon Company and Indoff are among the industry companies for whom Mingo previously had worked. Mingo has extensive industry knowledge and a vast network of personal relationships with distributors throughout the country.

As Business Development Specialist, Mingo will focus his efforts on increasing the size of the iPROMOTEu network. "iPROMOTEu offers a unique model to this industry," remarked Mingo. "iPROMOTEu provides important and high quality services to its affiliates at an exceptional value. The end result is that distributors who affiliate with iPROMOTEu will gain the most effective tool possible to grow their businesses – time. The time savings and other important benefits provided by iPROMOTEu will enable distributors to thrive in this rapidly changing industry and during these uncertain economic times."

Mingo's efforts will complement the already existing business development systems in place at iPROMOTEu. As a result of these systems, more than 130 experienced industry distributors with a collective annualized sales volume in excess of \$30 million have affiliated with iPROMOTEu thus far in 2008.

"I am pleased that Troy has decided to join the iPROMOTEu team," remarked Ross Silverstein, iPROMOTEu's President & CEO. "Given his extensive industry experience and vast relationships, his services, understandably, were in high demand. I like to think that Troy selected iPROMOTEu, after considering his options, because he believed, as do I, that iPROMOTEu is a superior business model for this industry."

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 500 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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