

FOR IMMEDIATE RELEASE

Contact: **Ross Silverstein**
 President & CEO
 iPROMOTEu
 800-850-3370
 rsilverstein@ipromoteu.com



**Twenty-Four Distributors Affiliate with iPROMOTEu in January and February 2008
Representing \$5.8 Million in Annual Sales Volume**

March 24th, 2008 – Wayland, Massachusetts: iPROMOTEu announced today that twenty-four promotional products distributors have affiliated with iPROMOTEu in January and February 2008. 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 working for another distributor. Presently, 366 distributors from 42 states (Puerto Rico and the District of Columbia as well) are affiliated with iPROMOTEu. Adding the salespeople working for iPROMOTEu Affiliates, more than 480 industry sales professionals are among the iPROMOTEu “selling network.”

The following individuals are among the new iPROMOTEu Affiliates in January and February: Tania Bolla of Bolla, Inc. (dba Mark It Specialties) in San Dimas, CA; John Graham and Mike Driscoll of Bingtown Promotions in Hanson, MA; Kim Garrett of JR Garrett Company Inc. in Pooler, GA; Marci Hartle of Firing Line in Belvidere, IL; Lance Johnstone of The Original Printing Service, LLC in Philadelphia, PA; Michelle Piggot of Imperial Scott Specialties, Inc. in Sanger, TX; Serina Kappes of Athena Expressions in Phoenix, AZ; Linda Martin of Diamondback Promotions, LLC in Phoenix, AZ; Gregg Mulgrew of Alive N Kicking in Hawthorne, NJ; and Wyteria Jacobo of WLB Enterprises in Ocoee, FL. The identity of the other new Affiliates is being kept confidential, temporarily, at their request.

Ross Silverstein, the President & CEO of iPROMOTEu, commented on his company’s performance in the first two months of 2008: “We’re off to a great start in 2008. With the beginning of a new year, and some of the recent industry shakeups, distributors and sales professionals are concluding that this may be the right time to review their current situations and to explore other options. Many of the dynamic, ‘think outside the box’ entrepreneurs looking for a change have determined that iPROMOTEu is a great fit for their type of business. iPROMOTEu Affiliates keep their existing company name and control their own business, and that’s really important to someone who has built their company from scratch. I’m very proud of the service iPROMOTEu delivers to our Affiliates.”

For more information about iPROMOTEu, visit its website at www.ipromoteu.com.

iPROMOTEu is a service provider to promotional products distributors. Its network consists of more than 480 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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