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iPROMOTEu HONORS PREFERRED SUPPLIERS AND AFFILIATES at Annual “Thank You” Reception During the PPAI Expo in Las Vegas

WAYLAND, Mass- January 20, 2011— iPROMOTEu hosted its seventh annual “Thank You” Reception in Las Vegas during The PPAI Expo. An Elvis Presley impersonator, from the *Legends in Concert* tribute show, provided fantastic entertainment and Las Vegas showgirls added to the festivities. Steve Slagle, President and CEO of PPAI, extended words of welcome to the crowd of roughly 300 iPROMOTEu Affiliates, prospective Affiliates, guests, and representatives of some of iPROMOTEu’s leading Preferred Suppliers.

iPROMOTEu’s Top Ten Preferred Suppliers for 2010 were recognized and honored. The award winners were: SanMar; Polyconcept NA (Leed’s, Bulletline, JournalBooks); Norwood Bic Graphic USA; Broder Bros. (Broder, Alpha, NES); Bodek and Rhodes; Hit Promotional Products; BagMakers; Logomark; Calibre International and Gemline. Also honored was Hub Pen, recipient of iPROMOTEu’s Supplier Appreciation Award for exceptional support of iPROMOTEu. Jamie Stone of Hit Promotional Products was named iPROMOTEu’s Supplier Representative of the Year.

In addition to the annual reception, iPROMOTEu hosted an inaugural award luncheon to recognize company Affiliates for accomplishments of note. Twenty Affiliates received an award for their tremendous growth in the last year. Other distributors were honored for achieving cumulative career sales in excess of \$1 million, \$2 million, \$3 million and \$4 million.

“It appeared that iPROMOTEu had more representatives in attendance at The Expo than any other distributor organization, further confirming our reputation as a top industry organization,” said iPROMOTEu President and CEO Ross Silverstein. “Over 150 of our Affiliates participated. The energy was positive and the enthusiasm was palpable.”

iPROMOTEu held many other events throughout The Expo including a breakfast event during which the company unveiled the Trade Only order management system to be implemented in the spring. The new technology received overwhelming support and excitement from iPROMOTEu Affiliates.

The iPROMOTEu network received three prestigious Pyramid Awards from PPAI in recognition of outstanding marketing campaigns with effective, results-oriented programs around one or more promotional products. Cliff Quicksell and iPROMOTEu received a Gold Pyramid Award for Internal Programs (the “Pencil Me In” campaign). Cindy Gibbs of Big Fish Branding, Inc. earned a Gold Pyramid in the category of Distributor Self Promotions. And Susan Wolf of Silicon Valley Specialties was honored with a Silver Pyramid for Tradeshows and Exhibitions.

iPROMOTEu is a service provider to promotional products distributors. Its selling network consists of more than 760 experienced distributors and their sales representatives from more than 46 states throughout the country (plus Puerto Rico and the District of Columbia). 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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