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**157 Distributors Affiliate with iPROMOTEu in 2007
One Every 1.6 Business Days**

February 4, 2007 – Wayland, Massachusetts: iPROMOTEu announced today that it enjoyed another record year in 2007, generating order volume in excess of \$43,000,000 – an increase of 44% over 2006 (on the heels of a 63% increase the previous year). In the past three years, iPROMOTEu’s order volume has increased from \$18,000,000 to \$29,000,000 to \$43,000,000. In addition to being among the largest distributor companies in the industry, iPROMOTEu continues to be one of the fastest growing companies as well.

iPROMOTEu also announced that 157 promotional products distributors affiliated with iPROMOTEu in 2007. Put another way, iPROMOTEu is welcoming new Affiliates at the rate of one every 1.6 business days (an improvement over the already impressive one every 2.2 business days in 2006). Remarkably, nearly 20% of all distributors and salespeople who contact iPROMOTEu for more information end up affiliating with iPROMOTEu – and they do so, on average, within 30 – 45 days of their initial contact with the company. The annual sales volume represented by these new Affiliates is estimated at \$32,000,000. 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 former salesperson who had previously worked for a distributor.

At the end of 2007, iPROMOTEu had a nationwide network of 354 Affiliates from 45 states throughout the country (plus Puerto Rico and the District of Columbia). In addition to the 354 IDAs affiliated with iPROMOTEu, these IDAs, themselves, had a total of nearly 100 salespeople working for them. As a result, iPROMOTEu’s “selling” network, at the end of 2007, was comprised of more than 450 distributors and salespeople.

Ross Silverstein, the Founder, President & CEO of iPROMOTEu remarked: “Growth prospects for iPROMOTEu remain very strong. Given the large number of existing industry distributors seeking alternate ways to run and grow their businesses and the even larger number of salespeople who may want to start their own distributorships, I envision continued strong growth for iPROMOTEu for many years to come. iPROMOTEu offers a remarkable opportunity for experienced distributors and salespeople who want to run their own distributorship. I anticipate having a network of more than 1,000 iPROMOTEu Affiliates within the next few years.”

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 450 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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