

**FOR IMMEDIATE RELEASE**

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**iPROMOTEu Introduces DUNK FEST 2008**

*The first ever NCAA college basketball tournament challenge  
exclusively for the promotional products industry.*

**March 17, 2008 – Wayland, Massachusetts:** iPROMOTEu formally announced today the establishment of Dunk Fest 2008, the first ever NCAA college basketball tournament challenge exclusively for the promotional products industry. Dunk Fest is a fun way to create enthusiasm and spirit, and to foster friendly competition, among those working in the promotional products industry. The tournament is being organized and run by iPROMOTEu ([www.ipromoteu.com](http://www.ipromoteu.com)). Advertising Specialty Institute (ASI) ([www.asicentral.com](http://www.asicentral.com)) and Norwood Promotional Products ([www.norwood.com](http://www.norwood.com)) are also helping to sponsor Dunk Fest 2008. In years past, iPROMOTEu organized a tournament challenge just for its affiliates and preferred suppliers. This year, iPROMOTEu decided to open up its tournament challenge to the entire promotional products industry.

To learn more about Dunk Fest 2008, and to participate, please click on the following link: [Welcome to Dunk Fest 2008](#).

Four winners will be recognized and presented with trophies and cash prizes at The ASI Show in Las Vegas ([www.asishow.com](http://www.asishow.com)). The four winners will be the top scoring Distributor, Distributor Salesperson, Supplier, and Service Provider. The overall champion will be the highest scorer among the four winners.

Trophies and \$2,500 in prize money will be distributed to the winners, with \$1,000 going to the champion and \$500 going to the other three winners. The prize money may be used by the winners to defray their cost of attending The ASI Show in Las Vegas (April 9-11) or, alternatively, to have fun with their friends and colleagues while in Vegas – dinner, gambling, shopping, etc. Again, the four winners also will receive an attractive trophy commemorating the winners' accomplishments, courtesy of Norwood ([www.norwood.com](http://www.norwood.com)).

Individuals working as or for a distributor, a distributor salesperson, a supplier (including a supplier salesperson or a multi-line rep), or a service provider (such as ASI, PPAI, a regional association, a technology company, or a trainer, etc.) are all eligible, and encouraged, to participate. Sorry, no friends, spouses, children, etc. may participate. Also, only one entry per individual; multiple entries will result in disqualification. **IMPORTANT: In order to qualify as a winner, you MUST be in attendance at The ASI Show, in person, on Thursday morning, April 10<sup>th</sup>, during the Supplier Secrets Keynote Presentation from 8:15 – 9:45 a.m., to receive your trophy and check.**

The idea of Dunk Fest 2008 was that of Ross Silverstein, the President & CEO of iPROMOTEu. Remarking on the idea of Dunk Fest, Silverstein commented: "I've always been a huge sports fan, and I love this tournament. Instead of hundreds of smaller company-wide tournament challenges, I thought it would be neat to have one large tournament challenge for the entire promotional products industry. I also thought that Dunk Fest would be a fun way to create enthusiasm and spirit, and to foster friendly competition, among those working in the promotional products industry."

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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](http://www.ipromoteu.com).

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