



FOR IMMEDIATE RELEASE

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Ken Purington Joins iPROMOTEu as Director of Affiliate Relations
Industry veteran to bolster the company's management ranks.

August 17, 2007 – Wayland, Massachusetts: iPROMOTEu announced today that industry veteran, Ken Purington, has joined iPROMOTEu as its Director of Affiliate Relations.

Ken has worked in the industry for 18 years with Strong & Cutter, a large New England based distributorship. Strong & Cutter, through its team of salespeople, regularly generated annual sales in excess of \$5,000,000. After beginning his career as a salesperson with Strong & Cutter, Ken became the company's Sales Manager and, later, its Vice President of Sales.

Ken will be working with iPROMOTEu's Executive Vice President, Rick Badiner, and the rest of the iPROMOTEu staff, in assisting the company's more than 325 Independent Distributor Affiliates. "After speaking with former Strong & Cutter salespeople and many industry suppliers, it was obvious to me that Ken would be a terrific asset to iPROMOTEu and its network of Independent Distributor Affiliates," remarked Ross Silverstein, iPROMOTEu's President & CEO. Silverstein continued, "Ken is extremely knowledgeable regarding industry matters and enjoys a stellar reputation among industry suppliers."

Ken is equally pleased to be working with iPROMOTEu. Purington commented: "iPROMOTEu is among the industry's largest and fastest growing distributor companies. Its model, in my opinion, is superior to others in the industry today, and I am thrilled to become a part of this dynamic organization."

iPROMOTEu is actively expanding its management ranks and overall staff in order to support the continuing growth that the company is experiencing. iPROMOTEu's sales volume grew by more than 60% in 2006, compared to 2005, and is on pace to grow by more than another 50% in 2007, compared to 2006. Silverstein anticipates substantial annual growth for many years to come.

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

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iPROMOTEu is a service provider to promotional products distributors. Its network consists of more than 325 experienced distributors 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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