

34. Ross Silverstein

iPROMOTEu (*asi/232119*)

President/CEO

2007 RANK: 50

Reasons for ranking: Silverstein moves up 16 spots on this year's Power 50 thanks to exploding industry sales (growth of 45% in 2007 to more than \$43 million in sales) at his company and a high rating on our survey of both the industry and the Power 50 themselves. After a few years of making a marketing splash in the industry, Silverstein is now getting noticed in the market for growing success and influence.

On the industry's '09 outlook: "I think 2009 industry sales will be less than 2007 sales (we do not yet know the 2008 sales, but I expect 2009 sales will be less than the 2008 sales number as well). I certainly expect Q4 2008 sales to be less than Q4 2007 sales."

On the impact of pharma regulations: "The new pharmaceutical industry marketing guidelines are not welcome news for the promotional products industry. Clearly, many companies will abide by these new guidelines and will spend less money on promotional products. There should be a meaningful net decline of promotional product expenditures by companies impacted by these new pharmaceutical guidelines."

