



PACESETTER AWARDS

21 PURCHASING POWER

Operating in all 50 states as a reseller of personal computers, consumer electronics and home appliances, Purchasing Power is an employee purchase program that helps workers purchase name-brand products with manageable monthly payments through payroll deduction.

"Purchasing Power offers a disciplined spending option to help people make



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POWER**

purchases without overextending themselves," said President Richard Carrano.

Since 2001, the company serviced more than 350,000 orders for employees of companies. In 2009, Purchasing Power's revenue exceeded \$107 million, up 42 percent from 2008. It recently added furniture for home offices, dining rooms and living rooms to its product offerings and, as a result, had a record-breaking holiday season with a 49 percent increase in revenue over the same period in 2008.