

**Media Contact:**

Charlotte Marie DuPre  
Jackson Spalding  
404.214.3555  
cdupre@jacksonspalding.com

## **PURCHASING POWER EXCEEDS 2009 REVENUE PROJECTIONS**

### ***Atlanta-based Voluntary Benefit Company Tops \$100 Million***

**ATLANTA, February 1, 2010** – Atlanta-based Purchasing Power today announced that the company's 2009 revenue exceeded \$107 million, a 42 percent growth over 2008. The company, which offers an employer-sponsored benefit program that allows consumers to purchase name-brand items through payroll deduction, exceeded 2009 revenue goals by 7 percent, topping \$100 million for the first time in the company's history.

November and December 2009 showed record sales growth, as Purchasing Power reported a 49 percent increase in revenue over the same period in 2008. Additionally, Purchasing Power launched 36 new accounts in 2009 - ten more than in 2008 - from healthcare, education, manufacturing and other industries.

"In an atmosphere of decreasing lines of credit and stricter budgeting, people need new ways to provide for themselves and their families," said Richard Carrano, Purchasing Power's president and chief financial officer. "Purchasing Power offers a disciplined spending option to help people make purchases without over-extending themselves."

Carrano attributed Purchasing Power's success to strategic marketing decisions, including a redesigned Web site at [www.PurchasingPower.com](http://www.PurchasingPower.com) and additional advertising to specific target audiences. The company also launched new products throughout the year, adding furniture for home offices, bedrooms, dining rooms and living rooms, to its already-popular computer and electronics offerings.

### **About Purchasing Power**

Purchasing Power is an employee purchase program that helps American workers purchase name-brand products with manageable monthly payments through payroll deduction. Since 2001, Purchasing Power has serviced more than 350,000 orders for employees of companies, including Fortune 500, and government agencies. Purchasing Power operates in all 50 states as a reseller of personal computers, consumer electronics, and home appliances and maintains relationships with major manufacturers, as well as resellers, distributors and other suppliers. For more information, visit [www.PurchasingPower.com](http://www.PurchasingPower.com).