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[csturtz@jacksonspalding.com](mailto:csturtz@jacksonspalding.com)**PURCHASING POWER NAMES NEW CMO*****Elizabeth Halkos is promoted to the position of Chief Marketing Officer***

**ATLANTA, Aug. 24, 2010** – Atlanta-based Purchasing Power has promoted Elizabeth Halkos to the position of chief marketing officer. Halkos joined the company in 2006 as director of product management and recently served as the company's vice president of sales and marketing. Under her leadership Purchasing Power's revenue grew from \$30 million in 2005 to more than \$107 million in 2009.

"Elizabeth's leadership and drive for excellence has positioned Purchasing Power ahead of all sales and marketing goals for 2010," said Purchasing Power president Richard Carrano. "Her contributions to our strategic planning committee and corporate management team throughout the past three years have been immeasurable."

In her new position, Halkos will continue to lead sales and marketing departments and oversee product and account management teams. Additionally, she will be responsible for executive-level strategy and maintaining future revenue growth.

Halkos earned a Master of Business Administration degree with a concentration in marketing and data analytics from Emory University's Goizueta Business School in 2001. She holds a Bachelor of Arts degree in French language and literature from the University of Virginia. Halkos is the vice president of the Goizueta Business School Alumni Board and a board member for Literacy Volunteers of Atlanta.

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**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 400,000 orders for employees of companies, including Fortune 500, and government agencies. Purchasing Power is licensed 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).