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PURCHASING POWER LAUNCHES NEW WEB SITE

[PurchasingPower.com](http://www.PurchasingPower.com) Improves Shopping Experience for Customers

ATLANTA, Ga. (Oct. 27, 2009) – Purchasing Power LLC has launched a completely rebuilt Web site at www.PurchasingPower.com. The site's foundation was completely rebuilt from scratch to provide greater stability and scalability, which will allow for a more modern online shopping experience.

As a purchase program that helps consumers buy products such as computers and electronics through payroll deduction, Purchasing Power's core business relies on a strong Web site to showcase the product offerings and make the ordering process as intuitive as possible.

"Our new site enables Purchasing Power to grow through an easier online process," said Richard Carrano, Purchasing Power president and chief financial officer. "We will continue to innovate and support customers as their needs evolve."

Cross-functional teams gathered input from employees across the company to determine what functions were most needed on the new site. As a result, visitors can find what they're looking for more quickly with new navigation options and buying guides. More product details are also available through improved photos, detailed descriptions, specifications and customer testimonials.

Repeat buyers will also find a more personalized experience when visiting the new Web site. Customers will now be able to log in to view account information such as order history and shipping status, as well as access guides to completing the order process.

Purchasing Power partnered with THINK Interactive, Inc. to build the site and worked with Jackson Spalding on messaging and copy. The project has taken one year to complete.

Purchasing Power has seen a 105 percent growth in annual revenue since 2006. Through a smart sales strategy and focus on customer service, the company projects around \$100 million in total revenue by the end of 2009. These figures represent a 33 percent increase over 2008 despite a down economy.

About Purchasing Power

Purchasing Power has serviced more than 250,000 orders for employees of companies, including Fortune 500 and government agencies, since 2001. Purchasing Power operates in all 50 states as a reseller of personal computers, consumer electronics and home appliances, and maintains relationships with major manufacturers, resellers, distributors and other suppliers. For more information, visit www.PurchasingPower.com.