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PURCHASING POWER TOPS \$200 MILLION IN REVENUE

Breakthrough Confirms HR Executives' Demand For Voluntary Benefits On The Rise

ATLANTA - (Sept. 11, 2008) – The non-traditional voluntary benefits market is booming. Just ask Atlanta-based Purchasing Power, a full service provider of voluntary employee purchase programs who this week announced that the company had reached a milestone of \$200 million of products shipped since the company began seven years ago. Last year alone Purchasing Power tallied \$50 million in revenue.

The results have earned Purchasing Power rave reviews for its business savvy, ranking 50th on *Entrepreneur Magazine's* Hot 100 list of top fast growth businesses in the U.S. for 2008. Just last month the company was recognized as one of *Inc. Magazine's* top 5000 fastest growing private companies in America.

“Employers are looking for non-traditional ways to help and support their hard-working and dedicated employees,” said Richard Carrano, Purchasing Power president and chief financial officer. “Our continued growth speaks directly to the emergent trend of employers expanding their benefit offerings to include programs that appeal to employees who are focused on saving time and money while exercising greater control over their benefit programs.”

The seven-year old company has experienced this significant growth while making an enormous impact in households across the country by offering employees a voluntary employee benefit as a way to purchase life-enhancing products such as computers, electronics, and household appliances through an employer-sponsored payroll deduction program.

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While most retailers experienced the slowest 'Back-to-School' season in seven years this year, Purchasing Power saw dramatic growth; with the company increasing the number of products ordered through its benefit program by 133% during the same selling season a year ago. "Employees are looking for assistance in purchasing the tools they need, so a voluntary payroll-deduction purchase program was the easy solution this Back to School season," Carrano added.

It's not just Purchasing Power that has seen the preponderance of voluntary benefits offerings. According to the fifth annual Study of Employee Benefits Trends by New York-based Metropolitan Life Insurance Co., more U.S. employers are offering voluntary benefits to their employees for two main reasons: the growing cost of health care, which has led employers to shift costs to voluntary benefits, and the desire to attract and retain employees. Nearly 39 percent of employers ranked providing a wider array of voluntary benefits as either "extremely important" or "very important" in 2006, up from 31 percent in 2005.

"Many of our customers also echo this trend," said Carrano. "At a large pediatric hospital in the Southeast, nearly 30 percent of eligible employees placed orders for computers through Purchasing Power in less than three years. This employer, like countless others, is committed to offering voluntary benefits that improve quality of life for their employees. This trend is here to stay."

About Purchasing Power

Purchasing Power, an Atlanta-based full-service provider of voluntary employee purchase programs, has an established reputation for offering unique voluntary employee benefit programs. The company is licensed in all 50 states as a reseller of personal computers, consumer electronics, and home appliances, maintaining relationships with the major manufacturers, as well as several resellers, distributors and other suppliers. For more information, visit www.PurchasingPower.com.

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