

Media Contact:

Charlotte Andrist or
Juliann Kaiser
Kaiser Marketing Group
(770) 643-0615

**PURCHASING POWER NAMED TO ENTREPRENEUR MAGAZINE'S
HOT 100 LIST OF THE NATION'S TOP FAST-GROWTH BUSINESSES**

ATLANTA - (April 28, 2008) – Purchasing Power, full service provider of voluntary employee purchase programs, was named to *Entrepreneur Magazine's* Hot 100 fastest-growing businesses in America, reported in the May issue of the magazine. The Atlanta-based company secured a ranking of 50th on the overall list with net sales in 2007 topping \$51 million.

With just 62 employees, the seven-year old company is making a big impact in households across the country by offering a way for employees to purchase life-enhancing products such as computers, major appliances, and other high-tech and household items as a voluntary employee benefit through an employer-sponsored payroll deduction or cash discount program.

“The innovative entrepreneurial spirit is alive and well in this country, despite the current economic forecast and competitive marketplace,” said Keith Calhoun, Purchasing Power Chief Executive Officer. “For our team, hard work and a commitment to the business plan despite obstacles have helped us achieve this milestone.”

To make the cut as a Hot 100 company, *Entrepreneur Magazine*, with the help of CentrisPoint, a research organization, started with a database of nearly 21 million U.S. businesses and considered only those businesses that met the following criteria:

- Must have been founded no earlier than 1999 and no later than 2003
- Company sales in 2003 must be \$100,000 or greater; 2007 sales must not exceed \$1 billion; and,
- Must have positive job growth between 2003 and 2007

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Only 64,000 businesses – or 0.3 percent of the nearly 21 million businesses met the above criteria. *Entrepreneur Magazine* staff then contacted the businesses with the greatest growth to confirm eligibility. Further examination required that the founder be actively involved in the day-to-day operations, the company could not be a spin off or a division of a larger company, and company sales for 2007 must be at least \$1 million. From this list, the Hot 100 was selected.

Calhoun added, “I am so proud of our team and the distinctive service we bring to other businesses and their employees to purchase work and life enrichment products. We are making a difference on a very personal level and that is so gratifying to me.”

About Purchasing Power

Purchasing Power is the only company that offers combined payroll deduction, automatic qualification and no interest financing for its employee purchase program.

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 firm 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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