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**PURCHASING POWER'S D. KEITH CALHOUN NAMED TO  
CATALYST MAGAZINE'S TOP 25 ENTREPRENEURS LIST**

**ATLANTA - (October 8, 2008)** - D. Keith Calhoun, chief executive officer of Purchasing Power, an Atlanta-based provider of voluntary employee purchase programs, is one of *Catalyst Magazine's* 2008 Top 25 Entrepreneurs.

[Purchasing Power](#) is the only company that makes life-enhancing purchases such as computers, electronics, and household appliances available to qualified employees through combined automatic qualification and easy payroll deduction.

*Catalyst Magazine* honors Atlanta's leading entrepreneurs annually. With annual revenues ranging from \$100,000 to \$100 million, the 2008 Top 25 Entrepreneurs represent fast-growth companies in a wide range of industries including professional services, technology, manufacturing, distribution, environmental services, and telecommunications.

This year, more than 100 business owners were nominated. *Catalyst Magazine's* accounting partner, Gifford Hillegass & Ingwersen, LLP, interviewed each of the nominees and evaluated financial records to determine this year's winners. The nominees were evaluated on four criteria: entrepreneurship, growth, sustainability, and profitability.

"I have had the privilege of working for, and with, Mr. Calhoun, a business man of the highest integrity and a true entrepreneur," said Richard Carrano, Purchasing Power president and chief financial officer. "Keith's pioneering spirit and laser-focused

leadership has served Purchasing Power well during his tenure as CEO. He has guided our company while we have grown exponentially; achieving 114 percent of its 2007 revenue goal and reaching a milestone of \$200 million in revenue during the past seven years.”

### **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](http://www.PurchasingPower.com).

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