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**NEW PURCHASING POWER BRAND CLARIFIES
COMPANY'S POSITIONING**
New Brand Focuses on Benefit of Ease

ATLANTA - (March 3, 2008) – Purchasing Power, the full service provider of voluntary employee computer purchase programs, has a new look – and a clearer message. Today the company launched a new brand logo designed to better communicate who the company is, what it does, and how it benefits its three key audiences – consumers, employers and producers.

Purchasing Power markets a much-needed product in today's economy – the ability for an employee to purchase a computer and other high-tech and life-enhancing household items through payroll deduction.

The new Purchasing Power logo more clearly portrays the brand personality that emerged based on the company's new vision and mission. The logo evolution aligns Purchasing Power's look and feel with this new positioning, shifting focus to the overall program benefit of ease.

“Our new brand is focused on the core essence that our customers find appealing about our solution – ease and convenience,” explains Elizabeth Halkos, Vice President, Sales and Marketing.

The new logo unveiled today uses the same color treatment as the old logo, but shifts the primary color to blue to better portray the Easy, Convenient, Trustworthy and Accommodating attributes of the brand personality. The jump man illustration from the previous logo was retained and magnified, focusing on the upper part of the body with arms extending beyond a circle illustrating the Empowering Freedom that customers experience when they are able to purchase something that they have not been able to purchase in the past. The font types were chosen to represent the Economical and Innovative solution provided by the program. And lastly, the color gradient within the circle gives the logo an updated, modern look and feel which underscores the quality, brand name products offered through the program.

Purchasing Power's overall program benefit of ease manifests for each of its three audiences – consumers, employers and producers.

For consumers, Purchasing Power offers an easy way to buy brand-name products. “Access to credit is not an issue with Purchasing Power. Our convenient program lets consumers make payments directly from their paycheck without complex requirements like traditional financing,” Halkos explained. Purchasing Power's simple shopping experience allows consumers to order online or by phone, and their purchase is shipped directly to their home.

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For employers, Purchasing Power is the easy solution for a simple-to-administer program that will enhance their company benefits package. Through the use of payroll deduction, employees have a convenient way to purchase life-enhancing products. The employer bears no cost or liability to implement the program and the program reinforces a number of HR initiatives. In addition, Purchasing Power provides end-to-end program support.

For producers, Purchasing Power provides a unique voluntary benefit that serves as a prospecting tool, thereby creating an easy opportunity to sell additional products to prospects, unlike traditional voluntary benefit providers.

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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