

Media Contact:

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

PURCHASING POWER ENJOYS LOYALTY OF REPEAT CUSTOMERS

*Nearly 40 Percent Of Voluntary Benefit Program Participants
Have Placed More Than One Order Since Company's Inception*

ATLANTA - (October 28, 2008) – Despite the country's current economic woes, Purchasing Power, an Atlanta-based full-service provider of voluntary employee purchase programs, is experiencing record growth with repeat purchases topping 53 percent of all sales in 2008.

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

The growth of non-traditional voluntary benefits has accelerated in the past several years as these benefits gain wider acceptance and are readily adopted by human resource professionals. Increasingly, the escalating challenge of recruiting and retaining talented workers solidifies the role that voluntary benefits play as a strategic consideration for company management and a key point of difference among companies competing for talent. Non-traditional voluntary benefits address individual employee needs while rounding out their employer's benefit packages.

"We have seen steady gains in our sales efforts all year," said Elizabeth Halkos, vice president of sales and marketing for Purchasing Power. "The most dramatic numbers were posted during the 'back-to-school' season where we experienced a jump of 133 percent in sales over the same selling period from a year ago."

Laptop bundles from Dell, Gateway and Lenovo topped the list of favorite gifts in 2007. Sales of these laptop bundles in 2007 were 300 percent higher than those sold in 2006. Other top products included video game consoles, digital media players, and televisions followed by cameras, camcorders and navigational GPS systems.

Overall, payroll deduction purchase programs are proving to be an easy solution to implement and as well as participate in, offering employees a hassle-free, disciplined approach to purchasing products.

To date, 13 percent of Purchasing Power's customers have ordered three or more times.



p 404-609-5100

f 866-717-7594

695 Pylant Street NE Atlanta, GA 30306

“Our program is proving to be especially helpful to those employees looking for ways to purchase the tools they need to better their lives while giving the gifts they want to share,” said Halkos. “And those customers who previously enjoyed the simplicity of payroll deduction to purchase their families’ computer have decided to use the same payment method to get their family a new television or to buy gifts for the holidays.”

2008 will likely go down as Purchasing Power’s most successful year of operation to date. Earlier this year, the company reached a milestone of \$200 million in products shipped since its inception seven years ago. Purchasing Power also received accolades from *Entrepreneur Magazine’s* Hot 100 list of top fast growth businesses in the U.S. for 2008 and *Inc. Magazine’s* top 5000 fastest growing private companies in America.

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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