



FOR IMMEDIATE RELEASE

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**PROMOTIONS EAST ANNOUNCES DISTRIBUTOR
INCENTIVE PROGRAM TOTALING NEARLY \$20,000**
Register Now To Be Eligible

Irving, Texas, (April 15, 2008) PROMOTIONS EAST 2008—the largest promotional products event in the Northeast—will once again offer the *Business-Building Incentive Program*, designed to reward both attendees and exhibitors. All distributors who register for the show are automatically entered to win a certificate in the PROMOTIONS EAST incentive program drawing—14 prizes in various amounts will be awarded. To be eligible for any of the prizes, distributors must register and attend PROMOTIONS EAST 2008 in Atlantic City, June 2-4 (exhibits open June 3-4).

Each week between Friday, April 18 and Friday, May 30, PROMOTIONS EAST will give away two gift certificates redeemable at any of the suppliers exhibiting at PROMOTIONS EAST 2008. Everyone who is registered by the drawing dates is automatically entered for that week's drawing and all future drawings. Prizes are limited to one per person.

| Date | Quantity | Prize Value | Weekly Total |
|------------------|-----------------|--------------------|---------------------|
| Friday, April 18 | 2 | \$2,500 | \$5,000 |
| Friday, April 25 | 2 | \$2,000 | \$4,000 |
| Friday, May 2 | 2 | \$1,500 | \$3,000 |
| Friday, May 9 | 2 | \$1,250 | \$2,500 |
| Friday, May 16 | 2 | \$1,000 | \$2,000 |
| Friday, May 23 | 2 | \$750 | \$1,500 |
| Friday, May 30 | 2 | \$500 | \$1,000 |

Winners will be notified in advance and must pick up their gift certificate at the PPAI Booth #1236 on the tradeshow floor during PROMOTIONS EAST, June 3-4. No rain checks will be given. To redeem the gift certificate, the winner will need to fax an invoice from any one supplier exhibiting at PROMOTIONS EAST 2008 along with a copy of the prize certificate to receive a reimbursement check made payable to the winning company up to the full value of the prize.

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“PROMOTIONS EAST is the place to do business in the Northeast. This incentive program is designed to help exhibitors increase sales and attendees save money,” said Robert Schwarz, CAS, Ad Source Marketing, Inc. and president of Specialty Advertising Association of Greater New York (SAAGNY), the show’s producer. “This show is the premier networking venue for distributors and suppliers in this region, as well as an excellent source for educational opportunities. We fully expect it to be bigger and better than ever.”

SAAGNY and Promotional Products Association International (PPAI) staff and volunteers have worked to plan and execute various events and activities associated with the show, including more than 30 education programs and PROMOTIONS *Best*, a showcase for new products on the show floor. This marks the third year that PPAI has provided show management for PROMOTIONS EAST. In addition, PPAI will again host committee and business meetings and the Taste of the Regionals party at PROMOTIONS EAST.

PROMOTIONS EAST 2008 will be held June 2-4 in Atlantic City, New Jersey. For registration information, please visit www.promotionseast.org.

Credentialed members of the media are invited to attend PROMOTIONS EAST 2008. Please contact Anne Lardner at 972-258-3041 or AnneL@ppai.org for further details.

For more information about the Specialty Advertising Association of Greater New York (SAAGNY), visit www.saagny.org. For more information on Promotional Products Association International (PPAI), visit the PPAI website at www.ppa.org or contact PPAI at 972-258-3041.

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