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**PPAI ANNOUNCES FIRST FULLY CHARTERED
REGIONAL AFFILIATE**

Signifies Formal Alliance With PPAI/Maintains Local Autonomy

Irving, Texas (September 12, 2006) -- The **Houston Promotional Products Association (HPPA)** has become the first fully chartered affiliate of Promotional Products Association International (PPAI). HPPA successfully completed the criteria for affiliation as part of the new Regional Affiliate Program developed by PPAI and the Regional Association Council (RAC).

“The Regional Affiliate Program establishes a formal alliance between participating regional associations and PPAI while ensuring that regional associations maintain their autonomy. This partnership enables participating regional associations to speak with one industry voice, which carries a greater impact than many separate voices,” said Kimberly Fischer, CAE, PPAI director of regional relations. “The fact that HPPA met all the criteria for affiliation far ahead of schedule is a clear sign of the value HPPA places on this partnership. We congratulate HPPA on its significant accomplishment.”

As a PPAI regional affiliate, HPPA maintains its autonomy but is entitled to a variety of new and expanded services offered by PPAI. In addition, HPPA and PPAI will work closely together to deal with common issues, trends and challenges confronting the promotional products industry.

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“HPPA is proud to take the lead among regional associations in cementing our relationship with PPAI. This affiliation gives us the tools we need to increase our membership and better promote and market our association to our current and potential members,” said Ted Dennison, CAS, HPPA president and vice president sales for Houston, Texas-based distributor TMJ Enterprises. “We firmly believe this connection between PPAI and regional associations will serve our industry well.”

Some of the expanded services and benefits available to HPPA include a centralized membership database maintained by PPAI; free MAS/CAS accreditation of regional education programs; marketing support for shows and programs; tradeshow participation and sponsorship; promotion of regional association membership to PPAI members; assistance in educational programming and negotiation of speaker fees; and much more.

There are 28 regional associations, each representing a geographic territory of the country. Since the Regional Affiliate Program was introduced in October of last year, 26 of the associations have begun working toward chartered status. Each regional association is expected to complete the affiliation process and become a fully chartered regional affiliate by January 2007.

“We applaud HPPA’s accomplishment. This affiliation with PPAI allows the regional leaders greater access to the talents of PPAI staff—including expertise in marketing and education,” said Eric Ekstrand, MAS, 2006 RAC president and senior vice president of Chagrin Falls, Ohio-based distributor The Mort C. McClennan Co. “The fact that the program has been so well-received by the regional associations demonstrates a trust in and commitment to PPAI and RAC. The RAC board believes 2006 will be a year of focused change and strength for the regional associations.”

For more information on Promotional Products Association International (PPAI), to learn more about the proven power of promotional products (including research and case studies) or to find a speaker in your area, visit the PPAI website at www.ppa.org or contact PPAI at 972-258-3041 or PR@ppa.org.

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PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.