



FOR IMMEDIATE RELEASE

Media Contact: Anne Lardner
972-258-3041
AnneL@ppai.org

ASSOCIATION HIRES CHIEF FINANCIAL OFFICER



Irving, Texas, (July 18, 2008) Promotional Products Association International (PPAI) announced today that it has hired Robert McLean to serve as its chief financial officer, overseeing the Association's finance, strategic planning, information technology and administrative functions. McLean has worked in a variety of finance roles, and has held executive-level positions in operations and international business development.

Prior to joining PPAI, he served as the chief financial officer and chief operating officer for QI Systems Inc., a leading developer and integrator of card payment, access control and tracking solutions. While at QI, he was responsible for SEC reporting and accounting, as well as management of the company's operations in its Vancouver facility. Before joining QI, he was the executive vice president of business development and global account management for Teleplan, a leading global provider of after-sales services to the information technology and telecommunications industry.

"The CFO position was created to expand and further develop the Association's business management practices, but we were also looking for someone who could lead from a strategic angle as well," said Steve Slagle, CAE, PPAI president and CEO. "Bob's experience in the for-profit sector and his experience in business development made him the ideal choice to help take the Association to the next level. He is a great addition to our team and I look forward to working with him."

McLean has a bachelor's degree in accounting from Drexel University in Philadelphia, Pennsylvania and a master's degree in business administration and finance from the University of Miami in Miami, Florida. He is also a member of the American and Florida Institutes of Certified Public Accountants.

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.org.

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 more than a \$19.4 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.

###