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PPAI PARTNERS WITH PEOPLE'S HEALTH EXPRESS

Irving, Texas, (April 8, 2008) Promotional Products Association International (PPAI) has selected People's Health Express as an authorized PPAI Business Partner to provide members significant savings on healthcare services such as vision, dental, chiropractic care, as well as doctor and hospital visits.

"People's Health Express is a service that can really enhance existing insurance and ease the high cost of healthcare," said Pat Burgher, CAE, PPAI business development manager. "This benefit is a great example of PPAI's Business Partner program working not only for your business, but for your life."

While People's Health Express is **not** an insurance plan, it is a discount program that provides instant savings on prescriptions and routine healthcare visits. Also included in the program is a free prescription discount card (available to all members—no purchase required), which provides added savings on acute-care and maintenance medications.

Benefit Offerings:

- Vision— Save 10-60 percent on eye care
- Dental— Savings with Aetna Dental Access®
- Chiropractic— Save 50 percent on diagnostics and x-rays performed on-site when necessary and 30 percent on treatment and other services
- Physician/Hospital Visit— Save 10-40 percent off physicians and hospitals nationwide
- Doctors Online— Confidential, online, personal interaction with licensed, board-certified physicians
- Nurse Hotline— 24 hours a day, seven days a week toll-free to speak with a counselor to help deal with personal or family-related problems
- Counseling— call 24 hours a day, seven days a week toll-free to speak with a counselor to help deal with personal or family-related problems
- Alternative Health & Wellness— Save 10-30 percent on services and treatments including acupuncture and massage therapy

People's Health Express is customizable, too. Registration is a one-time application fee of \$10, and can be bundled into as few or as many benefits—up to eight—as you need, at a 10 percent discount off regular pricing. Additionally, bundles of two or more paid benefits come with complimentary benefits such as hearing aid, medical records storage and diabetic services.

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This plan is NOT Insurance and is not intended as a substitute for insurance. **The discount card program contains a 30-day cancellation period.** For more information about People's Health Express, additional disclosures, and all terms and conditions go to www.ppai.org/phe.

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 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 an \$18.8 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.

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