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PPAI SELECTS GRAMMY AWARD-WINNING TRAIN TO PERFORM AT EXPO

Irving, Texas, (November 15, 2007) The Promotional Products Association International (PPAI) has announced that it has selected the Grammy Award-winning group **Train** to perform in concert at The PPAI Expo 2007. Considered one of the nation's hottest live bands, **Train** will perform hits from their new album, *For Me, It's You*, as well as past #1 hits and fan favorites such as *Drops of Jupiter*, *Free* and *Calling All Angels*.

To find out more about the band and hear excerpts from their new CD, visit their website, www.Trainline.com.

Train will perform at **ONE**, an evening of awards and entertainment, on Friday, January 5. The doors to the PPAI Theater in the Mandalay Bay Event Center will open at 6:30 pm with recognition of this year's award winning promotional campaigns, products and services, followed by a live performance by Train. Then **Synergy**, one of Las Vegas' best dance bands, will top off the evening.

"Combining top-notch entertainment with the industry's celebration of excellence makes this an experience like no other," said Bren Clevenger-Ori, CAE, CMP, PPAI vice president of program services. "ONE is the hippest, freshest and most entertaining event to hit The PPAI Expo since the show moved to Las Vegas. The addition of world-class musical entertainment sets the standard for tradeshow events—just like The PPAI Expo does for promotional products tradeshows."

Tickets for ONE, including the PPAI awards presentation and both musical performances, are now available at www.theppaiexpo.org, click *Register Now*, *Registration Wizard* and go to *Step 4-Events* for tickets. Individual tickets on the floor level (members only) are \$65; tables of 10 on the floor level (members only) are \$650; and individual tickets on the bowl level are free.

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.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, tradeshows, 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.