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PROMOTIONS EAST ON TRACK TO HOST A RECORD NUMBER OF ATTENDEES

Irving, Texas, (April 30, 2008) PROMOTIONS EAST 2008—the largest and longest running promotional products event in the Northeast— is expected to host a record number of attendees this June. It was announced today that more than 3,400 distributors have pre-registered to attend PROMOTIONS EAST 2008, June 2-4, at the Atlantic City Convention Center. By the time final statistics are recorded, it is expected that more than 4,200 will be in attendance.

“PROMOTIONS EAST 2007 was a great year and we fully expect 2008 to be the same,” 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 always the premier networking venue for distributors and suppliers in this region, as well as an excellent source for educational opportunities and this year will not disappoint.”

This marks the third year that Promotional Products Association International (PPAI) has provided show management for PROMOTIONS EAST. The PPAI and SAAGNY staff and volunteers are working 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. In addition, PPAI will again host committee and business meetings, as well as the Taste of the Regionals, a party at which each regional association provides a small culinary sample particular to that region.

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 at 201-505-9550. For more information on Promotional Products Association International (PPAI), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3041.

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