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PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL ANNOUNCES MEMBERSHIP MILESTONE

Irving, Texas, (July 10, 2006) Promotional Products Association International (PPAI) membership has surpassed 7,500 member companies, the highest in the history of the nonprofit trade association that serves the promotional products industry. This represents more than 500 new members since November 2005 and a 14-percent increase since May 2005.

“Everything we do is designed to help our members grow their businesses,” said Michele Packard-Milam, CAE, PPAI’s director of membership development. “Our flagship tradeshow, The PPAI Expo 2007, is loaded with business building products and educational opportunities; our research makes it easier for our members to identify new markets; and our Nova credit card processing system allows customers to do business with our members seamlessly.”

“When you combine all of these business building offerings with our other valuable programs including access to healthcare, artwork digitizing and FedEx shipping discounts, the value of membership becomes obvious,” Packard-Milam continued.

The benefits of membership in PPAI include education and certification, research, the PPAI Bookstore and Resource Center, access to health care coverage, a free electronic membership directory, subscriptions to *PPB* magazine, and significant discounts with Federal Express, Nova and much more. Membership dues are based on the size of the company.

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 web site at www.ppa.org or contact PPAI at 972-258-3041 or PR@ppa.org.

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PPAI—the promotional product industry’s only international not for profit trade association—offers education, trade shows, 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.