

Media Contact:

Charlotte Andrist or
Juliann Kaiser
Kaiser Marketing Group
(770) 643-0615

PURCHASING POWER'S RICHARD CARRANO NAMED CHIEF FINANCIAL OFFICER OF THE YEAR

ATLANTA - (June 9, 2008) – Richard Carrano, president and chief financial officer of Purchasing Power, has been named Chief Financial Officer of the Year in the Medium Private Company category for Atlanta Business Chronicle's annual awards program.

Purchasing Power, an Atlanta-based full-service provider of voluntary employee benefits, is the only company that makes life-enhancing purchases such as computers, electronics, and household appliances available to qualified employees through combined payroll deduction, automatic qualification and no-interest financing.

Carrano was recognized for this significant achievement due in part to his ardent leadership skills and successful reengineering of the company's original business model. During his tenure, Purchasing Power has experienced phenomenal growth witnessed in its expansion from just 20 employees and revenues yielding just over \$516,000 in 2001 to over 60 employees with more than \$51 million in revenue in 2007. That milestone saw the company reach 114 percent of its 2007 revenue goal. Just last month, the company was recognized by *Entrepreneur Magazine* as one of the top fastest-growing businesses in America, ranking 50th on the Hot 100 list for 2008.

"Richard's commitment to this company, our employees, and our customers is first rate," said Keith Calhoun, chief executive officer of Purchasing Power. "We are so pleased that he has been honored for his enduring efforts and tremendous hard work."

About Purchasing Power

Purchasing Power, an Atlanta-based full-service provider of voluntary employee purchase programs, has an established reputation for offering unique voluntary employee benefit programs. The company is licensed in all 50 states as a reseller of personal computers, consumer electronics, and home appliances, maintaining relationships with the major manufacturers, as well as several resellers, distributors and other suppliers. For more information, visit www.PurchasingPower.com.

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