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**PURCHASING POWER CUSTOMERS RAVE ABOUT LIFE-ENHANCING
PURCHASE PROGRAM ON NEW CUSTOMER EXPERIENCE WEB PORTAL**

ATLANTA - (May 15, 2008) – Purchasing Power, a full service provider of voluntary employee purchase programs, has launched a web portal giving customers the opportunity to share their personal purchasing experiences and how those purchases have affected their work and home life.

Debuting last month, the site – www.MyPowerStory.com – has already received numerous customer posts discussing the benefits of being able to purchase life-enhancing products such as computers, electronics, major appliances, and other high-tech and household items through their employer-sponsored voluntary benefit program. Products are obtained using payroll deduction featuring automatic qualification and no interest financing or alternatively through a cash purchase option.

“Over the years, we have consistently received enthusiastic reviews from our customers. Now we have a way to share these stories with others seeking a convenient, simplified shopping experience,” said Elizabeth Halkos, vice president, sales and marketing.

As part of the launch, Purchasing Power is hosting the “Tell Your Power Story” sweepstakes. To enter, customers simply go to the web portal and share their story either via video, a recorded voice message or through written comments. Entries received by May 31, 2008 will be entered in a drawing for one of three Apple prizes, an iPod touch and two iPod nanos.

About Purchasing Power

Purchasing Power is the only company that offers combined payroll deduction, automatic qualification and no interest financing for its employee purchase program. 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.###