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ISERV CORP ANNOUNCES BRIAN BYRNE AS SALES AND MARKETING EXECUTIVE

Irving, Texas, MARCH 20, 2009. ISERV CORP, Inc., announces the appointment of Brian Byrne as Acting Sales and Marketing Executive for all of ISERV CORP's marketing and sales programs. Brian will be responsible for the overall guidance of all sales and marketing initiatives for OrderTrax² and DailyBoost.

"I am very excited to have Brian as part of our team," said Jessica Obermayer, President and CEO of ISERV CORP. "Brian brings to us a wealth of experience from working with several of the top telecom companies in the world, to successfully leading start-up companies and mentoring many other start-ups with their successful launches. I fully expect Brian to enable us to continue and improve upon our successful launch of OrderTrax² to the promotional products industry."

Brian Byrne's background includes President and CEO/COO of two high tech companies as well as holding executive positions with AT&T and Sprint. Brian holds an Executive MBA from the Kellogg School of Management, Northwestern University and an MS from DePaul University. He currently sits on the boards of several technology firms.

"Brian is a welcome addition to ISERV CORP," stated Steve Slagle, Chairman of the Board, ISERV CORP. "Brian's background and experience are well suited to assisting ISERV CORP during its initial sales stages. He has a proven track record and I am very confident that he will help us exceed our goals this year as well as in the future."

ISERV CORP is a wholly owned subsidiary of Promotional Products Association International (PPAI). ISERV CORP's mission is to deliver products and services that improve operational efficiencies and increase bottom line profitability for companies in the promotional products industry. ISERV CORP is the creator of DailyBoost™ and OrderTrax² software. For further information, please contact Penn Hoyt, penn.hoyt@iservcorp.com, or visit www.dailyboost.com.