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Geiger Approves OrderTrax² for Its e-PSA Trading Requirement

Irving, Texas, August 27, 2009. ISERVCORP, Inc., announces that OrderTrax² is now a Geiger approved e-PSA document delivery service that its Suppliers can use when being considered for top level status. Geiger is an industry leading Distributor and a long time supporter of the e-PSA movement for trading electronic documents. It requires the trading e-PSA documents as one criterion for top supplier category.

“We are very pleased that Geiger is validating the OrderTrax² service,” said Brian Byrne, Sales and Marketing Executive, ISERVCORP. “Geiger’s backing of OrderTrax² further legitimizes the work ISERVCORP and PPAI have done to alleviate a pain point in the industry – ‘Did you get my order?’ OrderTrax² helps business of all sizes perform more efficiently which will help everyone be more successful.”

Geiger has been at the forefront of electronic trading for the industry and has been a leader of promoting open standards trading. “For several years Geiger has required that our Gold Star Production Partners (suppliers) trade e-PSA certified order status and shipping documents,” said Gene Geiger. “For 2010, that requirement can be also achieved by connecting via PPAI’s OrderTrax² service. OrderTrax² allows our suppliers to interact with us via an e-PSA standardized platform. It is a fast and easy way for suppliers and distributors to become e-PSA certified so that we can spend more time on customer needs and selling orders and less being preoccupied with order follow up.”

“It has always been the goal of e-PSA to increase the reach of e-PSA standards for the industry,” said Tom Gindrup, CTO of ISERVCORP. “The OrderTrax² platform allows companies of any size to electronically trade documents quickly without having to radically change their order entry platform. This is a great step forward for the industry and we encourage all members of the promotional products industry to start using OrderTrax².”

OrderTrax² is the next generation of order communications software that streamlines order-processing and maximizes results by putting all Suppliers and Distributors on the same page, at the same time. OrderTrax² utilizes TAG Software, the same underlying and proven software that powers the e-PSA trading network. In 2008, it processed over 10,000,000 transactions accounting for over \$2.5 billion in Distributor purchase orders. OrderTrax² does not require a proprietary identification number or membership with any industry group. A free UPIC ID is all that is required.

ISERVCORP is a wholly owned, for-profit subsidiary of Promotional Products Association International (PPAI). ISERVCORP's mission is to deliver products and services that improve operational efficiencies and increase bottom line profitability for companies in the promotional products industry. ISERVCORP is the creator of DailyBoost™ and OrderTrax² software. For further information, please contact Penn Hoyt, plh@iservcorp.com, or visit www.ordertrax2.com.