

FOR IMMEDIATE RELEASE

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ISERVCORP ANNOUNCES LAKESHORE GROUP LTD. IS AN ORDERTRAX² CERTIFIED PARTNER AND A MEMBER OF THE e•PSA TRADING COMMUNITY

Irving, Texas, March 6, 2009. ISERVCORP, Inc., a wholly-owned subsidiary of Promotional Products Association International (PPAI) today announces that Lakeshore Group, Ltd. is now fully OrderTrax² certified on the e•PSA trading community and a sales partner for OrderTrax².

“We are extremely pleased to welcome Lakeshore as a member of the OrderTrax² Certified Partners community,” said Jessica Obermayer, President and CEO of ISERVCORP. “By becoming a fully certified OrderTrax² partner, Lakeshore is able to offer their customers’ products that conform to industry standardized trading documents and that integrate out-of-the box with OrderTrax². Coupled together, Lakeshore with OrderTrax² is a compelling offer. These products help to save their customers dollars and time in their order processing.”

The e-PromoStandards Alliance (e•PSA) is the industry recognized body that establishes and promotes open standards to support common business-to-business transactions within the Promotional Products industry. The standards, favoring no individual members, are designed to benefit all by enabling electronic commerce, communication, and innovation among global trading partners. OrderTrax² is built on The TAG Software that powers the e•PSA trading network, the same network that processed over 10 million transactions in 2008, accounting for more than \$2.5 billion in Distributor purchase orders.

“This is a great benefit for our customers,” said Kaye Keady, President of Lakeshore Group, Ltd. “Our products have always been developed to help suppliers and distributors improve their business. Now being OrderTrax² certified allows our software to deliver standardized trading documents, giving our customers peace of mind knowing their orders are quickly and accurately processed. By being a partner with ISERVCORP, all our customers can now use OrderTrax² and also enjoy the benefits of e•PSA standards.”

“Lakeshore has been a great provider of software for the promotional products industry,” said Tom Gindrup, CTO of ISERVCORP. “Being OrderTrax² certified allows their customers to enjoy the access to the e•PSA network, allowing their companies to be more efficient and productive.”

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. 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 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 OrderTrax²T software. For further information, please contact Penn Hoyt, plh@iservcorp.com, or visit www.dailyboost.com.