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ISERV CORP ANNOUNCES ENHANCED FEATURES AND WEEK IN REVIEW ON DAILYBOOST™

Irving, Texas, March 6, 2009 ISERV CORP announces new enhancements to DailyBoost.com. Readers now have even more interactive features on the Tools and Training page. Four new features have been added. They are *Create to be Great*, *Tango Tips*, *e•PSA – Power Your Business* and *Tips on Taxes, Credit and Financial Health*.

“We are very excited to be able to begin offering these new features in DailyBoost,” said Jessica Obermayer, President and CEO of ISERV CORP. “Response to the site has been fantastic. In just a few short months, we already have upwards of four thousand Suppliers and Distributors registered and interacting with one another. These new columns and features will just add more to the user experience and community.”

Tango Tips, from Tango Partners, shares creative ways for Distributors to grow and improve their business. “In this economy, we believe that Distributors need to look at new ways to increase their revenue as well as carefully look at how they are currently managing their business,” said Leigh Canavan, CMO of Tango Partners. “We plan on exploring new business development, RFP response, back office management and other areas that impact successful businesses.”

Create to Be Great is a regular weekly feature in DailyBoost. Written by Paul Kiewiet, Brand Kiwi, this blog will focus on the challenges in business today. “I am writing about how we all make choices and how those choices influence what we do,” said Kiewiet. “Yes, we are in trying times, but as the saying goes, tough times don’t last, tough people do. My blog will hopefully inspire others to see the positives that are around them and how to make the most of them to become better business people and better people overall.”

e•PSA: Power Your Business, focuses on how Suppliers and Distributors, large and small, can move from the fax machine to e-commerce -- for the electronic transmission of orders and order-related information. “Every major industry has moved to e-commerce solutions”, said Gene Geiger, Geiger, e•PSA Chair and first contributor to the feature. “Now is time for our industry to embrace the power of the e•PSA open standards. More than ever, we have to cut costs and become more efficient. There are few things that offer greater potential. Software vendors such as Lakeshore and OrderMaster and solutions from Distributor Central and OrderTrax^{2™} make possible for firms of every size to jump on board today.”

Tips on Taxes, Credit and Financial Health, is a weekly column featuring news and experts in the financial field of operating a business. "Given the tough economic times our industry is currently experiencing, it behooves everyone to sharpen their pencils and really see where the money is going," explained Obermayer. "Distributors and Suppliers are both facing new credit realities, potential tax consequences and how that all will impact their bottom line, will be very important in the coming year."

In addition to the four new features on the Tools and Training page on DailyBoost, readers will also get a weekly highlight feature every Saturday. "We recognize how busy everyone is today. By giving our members a quick synopsis on Saturday, it allows them quickly catch up to issues in one place, during the weekend," said Obermayer.

DailyBoost.com is the premier website for the promotional products industry. It is a dynamic and up-to-the-minute business networking community website for the world of promotional products. Users are able to exchange ideas and stay connected with fellow promotional product professionals. It features industry news, blogs and forums, success stories, trade show information, tools and training, and the industry's only Wiki. Additionally, the site offers a free on-line art storage vault, allowing Distributors to always have their customers' artwork in a secure and easy-to-manage location. DailyBoost is a free site to anyone in the promotional products industry. All that is needed to register is a UPIC ID.

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 OrderTrax²™ software. For further information, please contact Penn Hoyt, penn.hoyt@iservcorp.com, or visit www.dailyboost.com.