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ISERVCORP ANNOUNCES REPEAT OF TOM GINDRUP'S EXPO 2009 PRESENTATION AT PROMOTIONS EAST

Irving, Texas (February 16, 2009) ISERVCORP announces that Tom Gindrup, ISERVCORP's CTO, will give a repeat presentation of *Leveraging Technology in Your Business* at Promotions East, June 1-3, in Atlantic City, New Jersey.

"We are very pleased that Tom was invited to present at Promotions East," said Jessica Obermayer, CEO and President of ISERVCORP. "Tom's presentation at the PPAI Expo was extremely well received and we heard from many attendees that they wished they had had the opportunity to hear him speak."

"It is a great honor to present at Promotions East," said Gindrup. "Promotions East is one of the top regional shows in our industry and the audience who attends is very eager to learn about how new technology can improve operational efficiencies and customer relationships while improving the bottom line."

Gindrup is the Chief Technology Officer of ISERVCORP, a service provider for the promotional products industry. He is the chief architect for OrderTrax² software, an Internet based platform that allows Suppliers and Distributors to have a shared communications platform to track orders without having to have the same ERP/order entry systems – all based on open industry standards.

He is also the technical director for the e•PromoStandards Alliance (e-PSA) where he has spent over 6 years helping to develop and implement e•PSA supply chain standards within the promotional products industry. e•PSA standards are currently utilized by hundreds of leading suppliers and distributors. Prior to ISERVCORP, he was CEO of TAG Business Tools, Inc., a software company that specialized in Internet supply chain communications for companies such as Intel, Motorola, Nokia, and other technology firms. TAG software powers the platform for OrderTrax² and the e•PSA trading network, processing over 10,000,000 transactions last year totaling in excess of \$2.5B of distributor purchase orders.

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. For sales information, please contact sales@ordertrax2.com.