



Press-A-Print International, LLC
1463 Commerce Way Idaho Falls, ID 83401

www.pressaprint.com

Phone – 800.775.9021

Fax – 800.775.9022

marketing@pressaprint.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Bret Hansen

Office: 208-523-7620 ext 133

Promotional Products and Advertising Specialty Sales Continue to Climb Setting a New Record and Topping \$18.6 Billion in 2006.

Idaho Falls, ID March 26, 2007 – Advertising Specialty Institute® (ASI) released results of its annual advertising specialty industry sales analysis, indicating revenues topped \$18.6 billion in 2006 - up 4.5 percent from 2005 setting a new record.

ASI reported “Spending on Advertising Specialties was almost twice as large as Internet display advertising, nearly five times greater than outdoor advertising and more than cable TV advertising* for the same period. “

The Industry continues to show its strength as spending on advertising specialties outpaced the 3.4% growth rate for the United States GDP.

About Press-A-Print:

Press-A-Print offers a complete business opportunity designed for home-based businesses or as an add-on to existing businesses in the multi-billion dollar Printing, Advertising and Marketing Industries. For further information, contact Bret Hansen at 800-775-9021 extension 133.

###