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PulseTV.com Announces The PulseTV Deals Network™

Tinley Park, IL, March 13, 2015 – PulseTV announces the launch of The PulseTV Deals Network™, a website version of PulseTV's Deal-of-the-Day email program. Since inception, PulseTV has shipped 15 million products to over 6 million customers.

The PulseTV Deals Network monetizes underutilized digital media assets including; unused web space, newsletter deployment, and email correspondence. A simple "widget" or banner served by PulseTV is displayed on publisher sites which features a daily product discounted up to 85% off suggested retail prices. At launch, The PulseTV Deals Network has over 50 website affiliates and collectively serves more than 250 million deal impressions monthly. Program manager Don Raddatz said,

"PulseTV was the first ecommerce company to deploy a deal-of-the-day via email. We manage the entire operational infrastructure. We inventory our products, produce the creative, pack and ship, and also provide exceptional customer service. Keeping all logistics in-house, including purchasing closeouts from all over the world, allows us to eliminate cost layers which translate into lower costs for our consumers.

Launching with only 250 million monthly page impressions is incredibly small. However, the adoption rate by publishers looking to augment their revenue has been extremely positive. The network has nearly unlimited potential."

PulseTV only markets products it physically has in stock and the average consumer purchases 4 items per order. Partners joining The PulseTV Deals Network™ not only share in the revenues from the current day's deal, but all revenue from the purchase. Raddatz continued,

"My roots are deeply entrenched in the direct response marketing world. Prior to joining PulseTV, I was a senior director at the largest consumer product marketing company in the industry. I knew instantly when I joined PulseTV that something special is going on here. I can confidently tell all online publishers that The PulseTV Deals Network is the real deal."

For more information, contact Don Raddatz: 708-478-4500 ext. 132 or email him: DRaddatz(at)PulseTV(dotcom).

About PulseTV:

PulseTV started out selling videos via television direct response with such hits as Riverdance and Lord of the Dance. It iterated to become an online retailer that sells affordable consumer goods that harnesses the power of email marketing and video. By combining in-house fulfillment, customer service, email deployment, video production, product sourcing and tight inventory controls, PulseTV has become one of the fastest growing online retailers in the industry and is #1554 of largest private companies on the Inc. 5000 list.

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