



## FOR IMMEDIATE RELEASE

### PulseTV.com Announces its Syndicated Catalog Program

Tinley Park, IL, April 21, 2015 – Today, fast growing e-commerce company PulseTV.com announced a new program whereby it will feature its best selling discounted products in a digital catalog that can be distributed by marketing partners.

This program is designed to give online publishers a way to monetize their subscribers and audiences with a turnkey e-commerce solution. PulseTV creates a co-branded catalog with links back to PulseTV.com where orders for its best selling items can be placed. All sales are tracked and a significant revenue sharing opportunity is created for the online publisher. PulseTV's CEO, Jaffer Ali said, **"All successful campaigns require great offers, top notch creative and wide distribution to be successful. With our white label, co-branded catalog of our best selling offers, we have two of the three bases covered. Marketing partners just have to distribute a link by which the PDF of this custom catalog can be downloaded."**

The logistics are all handled by PulseTV, including customer service, pick, pack & ship, and inventory management. This program is meant for publishers who do not have all of the e-commerce resources available to source products, manage inventory or fulfill the orders. PulseTV stocks every product in its own warehouse and does not use manufacturers to drop ship the product.

Once a consumer clicks on any catalog link, the marketing partner receives a revenue share on any product purchased on PulseTV's website, whether it is featured in the catalog or not. Ali continued, **"Back in the old days of paper catalogs, we used to create white label catalogs for such companies as Home Shopping Network, BET, PBS and many more. With our syndicated digital catalog program and the ease of co-branding the creative, we anticipate a much broader distribution. And of course the cost of digital distribution is near zero for our marketing partners, thus this is a true win-win situation for all parties."**

PulseTV.com plans on changing the creative for each season; Winter, Spring, Summer and Fall. This will ensure an ongoing change in product selections. All products carry discounts up to 85% off retail, so the intention is to offer significant deals for consumers.

This program is for every website that wants to get a piece of the huge e-commerce pie without the overwhelming infrastructure required to do that. E-zine publishers are the target as well as established e-commerce companies who simply do not want to carry inventory risk. PulseTV's Spring catalog became available on April 17<sup>th</sup>.

#### 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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