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PulseTV Breaks Into internet Retailer™ Top 1000 Ranking

Tinley Park, IL, May 14, 2015 – [PulseTV](#), an e-commerce company earned the overall ranking of #648 for all US & Canadian online retailers from Internet Retailer Magazine. Rankings are based on annual sales.

PulseTV CEO and Co-founder, Jaffer Ali said, "We are pleased to be joining the ranks of some very well recognized brands. With this list including Amazon, Walmart, Macy's and Newegg, to name a few, we are rubbing shoulders with some lofty company. We have flown under the radar for years so it is particularly gratifying to be recognized by Internet Retailer Magazine. I can tell you that the real honor goes to our staff who have nurtured our company from our very first sale. Sometime this year we will surpass the milestone of shipping our ten millionth item from our warehouse."

[PulseTV](#) has been a pioneer in e-commerce since 1998 when they began using URLs in their television direct response commercials. In 2011, PulseTV began using online video demonstrations featuring its products and saw a 50% increase in conversions. This led to creating an in-house studio and PulseTV has not looked back since.

Ali continued, **"Growing and being profitable at the same time is not the usual path of online retailers but that is what we have done. Kudos go to my sister, Anisa Ali and cousin, Tom Zegar who co-founded this company with me. They are more responsible for assembling the great team we have here that makes it all work. I think we stumbled into success more than anything else and we decided to walk a different path than most of the other online retailers."**

PulseTV is known to be a retailer that heavily discounts merchandise and one of its slogans is "Real Deals from Real People". Its core business philosophy is not to beat a path to profitless prosperity, but to make a profit. Market share at the expense of profits is not part of the PulseTV DNA, yet it has managed to grow year over year for the past 8 years...enough to break into the top 1000 ranking.

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 harnesses the power of email marketing and video to sell consumer goods at deep discounts. By combining in-house fulfillment, customer service, email deployment, video production, product sourcing and tight inventory controls, [PulseTV](#) has become one of the most profitable online retailers in the industry.

For more information and Press, contact:
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