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PulseTV Earns Inc. 5000 Ranking For Third Year In A Row

Tinley Park, IL August 17, 2016 – PulseTV, the e-commerce company specializing in impulse, discounted merchandise has made the Inc. 5000 list for fastest growing privately held companies in the US for the third year in a row.

CEO and Co-founder, Jaffer Ali commented, "We are pleased with this recognition. It has taken us many years to tinker our way into our present business model. What we are most proud of is building a culture of caring that extends from our office to those people that continue to shop at our online store. At the end of the day, this is the real accomplishment of PulseTV."

Making the Inc. 5000 list for the third year in a row comes on the heels of being recognized by Crain's Business as the *36th Fastest Growing Company In The Chicago Metropolitan Area* and earning Internet Retailer Magazine honors for being one of the *Top 1000 Internet Retailers in North America* for the second year in a row.

Jaffer continued, "The most common question I am asked is 'what's the reason for our sustained success?' At one point, we experienced 37 straight quarters of YOY growth in sales and profitability. The answer for whatever success we have achieved is rather simple. We have very little interest in following the crowd. What passes for conventional wisdom in our industry is growth at any cost. This is not sustainable. But growing profitably and in an organic fashion allows one to iterate, tinker and adjust to the changing environment. This might not be sexy, but we have been lucky with this philosophy."

Anisa Ali, Co-founder and Jaffer's sister who is also COO weighed in, "We are preparing for the next generation to take over. My brother, cousin Tom Zegar (also a Co-founder) and I have been together in this business for 20 years and luckily we have a team that is ready to assume responsibility for the next ten years. It is rare for a company our age to "suddenly" enjoy these honors. Notice I put "suddenly" in quotation marks because 20 years is anything but sudden! We believe we have built a company that can thrive for the next 20 years as well."

About [PulseTV](#):

PulseTV is an e-commerce company that has its roots in all forms of direct marketing, including television direct response, catalog and print. It presently combines the power of email marketing with online video demonstrations to create a homespun commercial experience for its growing customer base.

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