



FOR IMMEDIATE RELEASE

PulseTV Earns Ranking in Inc. 5000 Fastest Growing Private Companies

Tinley Park, IL August 18, 2015 – PulseTV, the discount merchandise online retailer, has been named one of the fastest growing privately held companies in the nation by Inc. Magazine. Rankings are based on annual sales growth. This marks the second year in a row of PulseTV.com's appearance on the Inc. 5000 list.

[PulseTV](#) ranked #1520 in the nation and logged in as the 68th fastest growing privately held company in Illinois. PulseTV CEO and Co-founder, Jaffer Ali remarked, **"I am so proud of our staff and this achievement really belongs to them. I remember starting off working in a small 2-bedroom condo with Anisa and Tom, my sister and cousin who co-founded PulseTV. We bootstrapped this company from our very first shipment to making the Inc. 5000 list two years in a row. This month marked shipping our 10 millionth item from our various warehouses."**

Co-founders Anisa Ali, Tom Zegar and Jaffer Ali started in business together back in 1996 doing television direct response campaigns. Some of their hit campaigns included ***Riverdance, Lord of the Dance, Stomp Out Loud*** and ***The Honeymooners' Lost Episodes***. But their business shifted to marketing exclusively online in 1998. Online success did not immediately come to PulseTV. It came in 2007 when it began selling merchandise ranging from electronics to home goods.

Co-founder Anisa Ali leads the merchandise team and said, **"We have a great merchandising group that understands what we are trying to do and a lot of our success is built around their hard work. While there are always challenges to face, our team from customer service to fulfillment has been able to scale operations and keep us growing profitably, something rather unusual in our sector."**

PulseTV has had 34 straight quarters of increasing profitability YOY. Jaffer added, **"I would be remiss not to give a shout out to all of our vendors who helped us grow. From Freestyle Solutions who provides our eCommerce and order management software, to the 150+ vendors that offer a steady supply of quality products which helps us to create genuine deals for our customers. They are all significant partners in whatever success we have achieved. We look forward to many more years of maintaining these working partnerships."**

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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