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PulseTV Makes Internet Retailers Top 1000 for North America

Tinley Park, IL May 23, 2016 – [PulseTV](#), the discount merchandise online retailer, has earned the ranking of #664 of all Internet retailers for North America. This marks an increase in 4 slots over last year. The top online retailers are compiled annually from Internet Retailer magazine.

In addition to earning the ranking of #664 for overall online retailers, PulseTV earned the ranking of #4 in their merchandising category for North America. CEO and Co-founder, Jaffer Ali weighed in on PulseTV's ranking for the second year in a row,

"We fly pretty much under the radar and do not do much PR, so when Internet Retailer approached us last year, we were actually surprised. But making the top 1000 for the second year in a row is really a testament to all of the PulseTV family."

Stefany Zaroban, Director of Research at Internet Retailer explained how the rankings are determined, *"We gather, analyze and publish these highly detailed rankings because we are a journalistically driven research organization that uses this information to measure the growth—and the growth drivers—of the North American e-commerce industry. We are as passionate in our coverage of the market as online retailers are in growing web sales."*

Co-founder Anisa Ali is Jaffer's sister and PulseTV COO. She leads the merchandising team and explained PulseTV's approach to online retailing.

"We created an online retail experience where we give real deals from real people. In today's impersonal, data driven insanity, you can always visit PulseTV and see one of our staff reviewing a product on a video we produce in-house. We will point out the flaws along with the benefits. No models, no scripting, no BS. I think that is why our retention rates are so high. Plus we have real customer service. We are not trying to dodge our customers with technology."

PulseTV attributes its success to building a team that has been together for many years. In the end, many online retailers sell the same merchandise so the reasons consumers pick one retailer over the other are the people that stand behind the products.

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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