



**FOR IMMEDIATE RELEASE**

**PulseTV Records 36<sup>th</sup> Straight Quarter of YOY Increase in Sales After 4Q Results**

Tinley Park, IL January 8, 2016 – In the wake of strong holiday sales which included an over 20% increase in Cyber Monday sales and 12% increase in Black Friday sales, PulseTV continued its YOY growth in sales. CEO Jaffer Ali commented, **“Increasing top line sales is not what we are most proud of over here. Anyone can grow top line sales if they do not care about making money. But achieving YOY increases in bottom line growth is the real achievement the company has accomplished. And this could only have happened with a solid team that understands what we are trying to do here.”**

4Q increases represented a 9 year run on quarterly increases in both top line and bottom line results. Jaffer continued, **“When you basically start at “zero” in 2007, it is no great accomplishment to record YOY increases. But our staff has done a great job of maintaining growth for 9 straight years.”**

PulseTV is a discount e-commerce company specializing in home goods products. In this 9 year run, it has shipped over 10 million items to its customer base.

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.

For more information and Press, contact:

PulseTV.com

Mary Kolacki, Director of Communications

Ph- 708-478-4500 ext. 109

Em- [M.Kolacki@PulseTV.com](mailto:M.Kolacki@PulseTV.com)

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