

FOR IMMEDIATE RELEASE



Electronic Press Kit Service myPPK™ - Power Press Kits™ Launches Referring Partner Program

Gilbertsville, PA USA – (28-Dec-11) [Electronic press kit service, myPPK™ – Power Press Kits™](http://www.powerpresskits.com) (www.powerpresskits.com) recently launched its **Referring Partner Program**, permitting users to earn rewards points that can be cashed in for free kits, custom themes, additional discounts and more.

Since the release of Power Press Kits (PPK) in 2007, the service has quickly grown to become the [online promotional tool](#) and website of choice for startups, stars and legends on six continents™ including Grammy® winners and nominees, multi-platinum-selling artists, record labels, American Idol finalists, world-champion athletes, models, colleges, top management agencies, international businesses and many more.

“We are very excited to launch our Referring Partner Program,” said Ron Schock, President of **Impact Artist Promotions, LLC** which developed and operates the PPK service. “Since inception of the service, we have had numerous users refer our service to the world as well as manage multiple kits at the same time. We wanted to come up with a way to reward these users while attracting other like businesses and organizations at the same time. Our Referring Partner Program has done that very thing.”

According to Schock, there are three tiers to the program.

Management companies are one tier. This tier is designed for agencies that manage multiple talents including performing artists, models, actors, athletes and more. These agencies receive a free PPK for every six that they subscribe.

Referring Partners are another tier. This tier places an exclusively-linked banner on their own website(s). When visitors to their site(s) click on the banner and ultimately subscribe to the PPK service, the referring partner receives rewards points which can be redeemed through the PPK Rewards Store for free PPKs, custom themes and more.

Groups are yet another tier. This tier includes colleges and agencies that prepay for numerous PPK subscriptions in advance, to be used by their students or members for a specific period of time. These groups receive special discounts and advantages through the PPK service.

“As the PPK service continues to grow globally,” said Schock, “we find our research and development of programs like the Referring Partner Program increasingly important to satisfy our vast variety of users. Our bottom-line intention is to offer everything that everyone who promotes, needs!”

Additional information on Power Press Kits and the new Referring Partner Program can be found at www.powerpresskits.com.

###