



FOR IMMEDIATE RELEASE

**IMPULSE TECHNOLOGY LAUNCHES FIRST HARDWARE TRADE-IN PROGRAM
WITH GUARANTEED RETURN FOR ENTERPRISE
TECHNOLOGY CUSTOMERS**

***‘Guaranteed 15% Trade-In Program’ Provides Customers Hassle-Free
and Financially-Rewarding Way to Maximize the Value
of Enterprise-Class IT Assets***

ALPHARETTA, GA– (June 23, 2011) Impulse Technology, a provider of quality IT Lifecycle Management products and services for enterprise customers, VARs and brokers, announced today the availability of an innovative new program aimed at giving customers a hassle-free and financially-rewarding way to purchase and upgrade to newer equipment. Impulse Technology’s ‘Guaranteed 15% Trade-In Program’ provides customers with an unprecedented guarantee as to the trade-in value of their technology equipment regardless of the purchase date. The program is a first of its kind for easily trading enterprise-class IT assets such as networking equipment, data storage systems, servers and parts.

The program is available immediately for all current Impulse Technology customers who want to trade-in previously purchased equipment for newer versions and is available to all new customers moving forward.

Impulse Technology is committed to providing the latest, most innovative and quality IT equipment available to new and existing customers in the most cost effective way possible. “Technology is constantly evolving and newer, better versions of enterprise-class equipment are being introduced all the time,” says Paul Parker, president of Impulse Technology. “The goal of our Guaranteed 15% Trade-In Program is to give our customers the opportunity to get extremely competitive trade-in values from their unwanted used hardware – no questions asked,” he added.

Equipment purchased outside of Impulse Technology is eligible for the Company's Buy-Back program which offers extremely competitive rates for used enterprise equipment and the option of taking cash or applying the credit towards a new hardware purchase. "Either way, it's a win-win for our customers and we're excited to offer such value-add programs and incentives," Parker added.

Impulse Technology adds the Guaranteed 15% Trade-In Program to its portfolio of value-added services. The Company also provides a unique FOREVER Replacement Warranty which ensures customers are satisfied with their Impulse hardware for as long as they own or rent it. Like the Guaranteed 15% Trade-In Program, Impulse Technology's FOREVER Replacement Warranty was an industry first at the time of its introduction and is differentiated by its hassle-free structure. Impulse Technology also offers a variety of third-party maintenance programs and a comprehensive suite of IT asset retirement and disposition services for secure and compliant decommissioning of end-of-life (EOL) equipment.

"We will continue to expand our services portfolio as long as we can fulfill an unmet need for our customers and deliver them value," Parker said. "We take a personal interest in our customers' success and enjoy long-standing relationships. This is evidence that our customers rely on us as a trusted partner to deliver quality, help them lower their total cost of ownership and meet mission-critical IT project deadlines," he added.

ABOUT IMPULSE TECHNOLOGY

Impulse Technology is an IT Lifecycle Management consultancy providing quality hardware and services to enterprise customers, VARs and brokers. The Company sells and rents top-quality factory surplus and pre-owned servers, storage, networking equipment and Laptops/PCs from leading manufacturers including HP, Cisco, Sun, IBM, Dell, Brocade, Network Appliance and EMC. When complemented with its diverse portfolio of consulting services, including maintenance programs, asset retirement and disposition and trade-in programs, Impulse Technology becomes a trusted single-source partner, allowing customers to centralize their IT lifecycle management needs. Headquartered in Alpharetta, Georgia, Impulse Technology is distinguished by its unwavering commitment to client service, quality products and value. For more information, call 678-965-2159 or visit www.impulsetech.us.

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