

# PURE ROMANCE

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## **Pure Romance Named to 2017 Deloitte Cincinnati USA 100**

Cincinnati (For Immediate Release) – Pure Romance, the leader for in-home sales of relationship enhancement products, has been named Number 53 on the Deloitte Cincinnati USA 100, a ranking of 100 of the largest privately-owned companies in the Cincinnati area. This is the fifth year the company has made the list.

“We are excited to join this list of prestigious companies in the Cincinnati area,” said Chris Cicchinelli, President & CEO of Pure Romance. “The credit goes to our team in Cincinnati and our amazing Consultants who empower, educate and entertain women around the world.”

“The companies ranked on the 2017 Deloitte Cincinnati USA 100 continue to serve as a strong foundation for our local economy,” said Frank Leggio, partner and leader of Cincinnati’s Growth Enterprise Services practice, Deloitte & Touche LLP. “Thanks to their strong business practices and ability to drive and sustain performance, these innovative, entrepreneurial businesses continue to grow, strengthening an already thriving local business climate.”

Overall, the 2017 Deloitte Cincinnati USA 100 companies generate more than \$36 billion in sales and employ nearly 107,000 people.

### **About the 2017 Deloitte Cincinnati US 100**

Since the launch of the Deloitte Cincinnati USA 100 in 1983, the program has honored Greater Cincinnati’s most recognizable private companies. Deloitte is joined by Great American Insurance Group and Enquirer Media to recognize private businesses for the tremendous economic and civic contributions they make to our community.

The Deloitte Cincinnati USA 100 is an annual ranking and recognition of the largest, privately held companies in the greater Cincinnati area. The list ranks the top 100 companies by sales, as determined by a voluntarily submitted qualification form. In order to be eligible for the Deloitte Cincinnati USA 100, companies must be privately held and headquartered in the 18-county Tri State area. For more information, visit [www.deloitte.com/us/cincinnati100](http://www.deloitte.com/us/cincinnati100).

### **About Pure Romance**

Pure Romance is the world's largest and fastest-growing woman-to-woman direct seller of relationship-enhancement products. Pure Romance markets its premier line of products, ranging from bedroom accessories to beauty products to lingerie, through a network of more than 30,000 specially trained or certified sales Consultants at in-home parties throughout the United States, Canada, Puerto Rico, South Africa, and Australia. For more information, visit [www.pureromance.com](http://www.pureromance.com).