

PURE ROMANCE

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Pure Romance's 2017 National Training Conference to add \$4 million to Cincinnati economy 4,000 Consultants from around the world registered for downtown conference

CINCINNATI (For Immediate Release) – Nearly 4,000 consultants from around the world arrive in Cincinnati this week for the 2017 National Training Conference for Pure Romance, the leader for in-home sales of relationship enhancement products.

The National Training meetings are expected to add almost \$4 million in economic impact to the Greater Cincinnati area. According to a study by the University of Cincinnati's Economics Center, conferences and meetings held by Pure Romance will have an \$18 million economic impact to Cincinnati, starting with the 2014 World Conference and continuing through the company's 25th Anniversary in 2018.

"As we get ready to celebrate our 25th anniversary, we want to bring our Consultants to our home town to show off the best of Cincinnati," said Chris Cicchinelli, president and CEO of Pure Romance. "We feel it's important to give back and help boost our local economy through our National Training, and for our World Conference anniversary celebration next year."

The 2017 National Training sessions will offer sales tips and discussions on such topics as running a small business, social media marketing and women's sexual health. Additionally, a number of prominent physicians specializing in women's health will present on topics related to sexual healthcare.

Speakers include: Brian Biro, breakthrough coach; Brian Parsley, certified professional behavior analyst and human capital strategist; Debby Herbenick PhD, human sexuality expert; Madeleine Castellanos, MD, physician and sex therapist and Patricia Moreno, entrepreneur.

A complete list is available at <http://events.pureromance.com/national-training/>.

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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.