

PURE ROMANCE

**Link to the full economic impact study: <https://www.pureromance.com/PDFs/Impact-of-Pure-Romance-conferences>

Pure Romance holds 2015 Spring National Training in downtown Cincinnati for 2,700 Consultants

Over five years, Pure Romance conferences will have \$28 million economic impact on local economy

CINCINNATI (April 16, 2015) – Some 2,700 Pure Romance consultants will spend the weekend in downtown Cincinnati for the Pure Romance 2015 Spring National Training meetings from Friday, April 17 through Sunday, April 19 at the Duke Energy Convention Center downtown and surrounding hotels.

The 2015 Spring National Training meetings are expected to add more than \$4.4 million in economic impact to the Greater Cincinnati area. According to a new study by the University of Cincinnati's Economics Center, conferences and meetings held by Pure Romance will have an \$28 million economic impact to Cincinnati, including last year's World Conference continuing through the company's 25th Anniversary in 2018.

Economic Impact of All 2014-18 Events:

- *Spending by Pure Romance: \$5,875,300
- *Additional Spending by Visitors: \$7,867,800
- *Total Direct Spending: \$13,744,100
- *Indirect Economic Impact: \$14,515,400

Total Economic Activity: \$28,259,500

"Over the next four years, we plan to make a major financial commitment to downtown Cincinnati to host our National Training sessions and World Conferences," said Chris Cicchinelli, President & CEO of Pure Romance. "We look forward to showcasing the continued vibrancy of downtown Cincinnati to our thousands of consultants each year as we plan for our 25th anniversary in 2018."

The 2015 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.

Two sessions will be open and free to the general public. They include:

- Show Me the Money by Chris Cicchinelli, President & CEO of Pure Romance and Chris Postler, Sr. Financial Analyst for Pure Romance: Friday, April 17, 1-2:15 p.m. , Duke Energy Convention Center
 - Cicchinelli and Postler will share a presentation to help women discover the true earning potential with a Pure Romance Business

- Insights on Sexual Desire for Guests by Madeleine Castellanos, MD: Friday, April 17, 2:30-3:45 p.m., Duke Energy Convention Center
 - Dr. Madeleine Castellanos is a physician and psychiatrist specializing in sex therapy and hormone supplementation. She is known as “The Sex MD” and has appeared on local and national media besides running her private practice in New York City. She has two eBooks published on the topic of male sexual issues and is currently writing another book on the modern-day factors affecting good sex, as well as a book on prevention of breast cancer.

About Pure Romance

Pure Romance is a \$150 million a year direct seller of various products designed to enhance intimate adult relationships. Pure Romance markets its premier line of products, ranging from bedroom accessories to beauty products to lingerie, through a network of more than 20,000 specially trained or certified sales Consultants at in-home parties throughout the United States, Puerto Rico, South Africa, and Australia. For more information, visit www.pureromance.com.