

PURE ROMANCE

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

Pure Romance welcomes nearly 3,000 Consultants to Cincinnati for National Training

Over five years, Pure Romance conferences will have \$18 million economic impact on local economy

CINCINNATI (July 28, 2016) – Some 3,000 Pure Romance Consultants will attend the Pure Romance National Training meetings from Wednesday, August 3 through Saturday, August 6 at the Duke Energy Convention Center, downtown Cincinnati.

The 2016 National Training meetings are expected to add more than \$3.6 million in economic impact to downtown Cincinnati. 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, which began with the 2014 World Conference and continue through the company's 25th Anniversary in 2018.

"We love showcasing the continued vibrancy of downtown Cincinnati to our thousands of Consultants as they dine, shop and enjoy our city," said Chris Cicchinelli, President & CEO of Pure Romance. "We have made a corporate commitment to host our major meetings and conferences in Cincinnati so we can help provide a boost to the hospitality community and downtown businesses. We challenge other companies headquartered in Cincinnati to do the same."

The 2016 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.

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About Pure Romance

Pure Romance is the nation'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 100,000 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.

Note to media: (Both keynotes will be open to media)

"The Entrepreneur Roller Coaster" by Darren Hardy, Friday, Aug. 5, 9 a.m., Duke Energy Center Grand

Ballroom. Hardy is an author, keynote speaker, advisor, and former publisher of *SUCCESS* magazine. He is a *New York Times* best-selling author, who wrote *The Entrepreneur Roller Coaster* and *The Compound Effect*.

"The Automatic Millionaire" by David Bach, Saturday, Aug. 6, 1:30 p.m., Duke Energy Center, Hall B.

Bach is one of America's most trusted financial experts and bestselling financial authors of our time. He has written nine consecutive *New York Times* bestsellers with more than seven million books in print, translated in over 19 languages. His runaway #1 bestseller *The Automatic Millionaire* spent 31 weeks on the *New York Times* bestseller list, and he is one of the only business authors in history to have four books simultaneously on the *New York Times*, *Wall Street Journal*, *BusinessWeek* and *USA Today* bestseller lists.