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Press Release

For Immediate Release

Almo's Fulfillment Services Division & Power Merchandising Corporation to Enter into Strategic Alliance

*New company to be power-house in turn-key fulfillment for the
e-commerce, loyalty and incentive arenas*

Philadelphia, PA – August 14, 2008: Almo Corporation and Power Merchandising Corporation (PMC) today announced a strategic alliance which unites Almo's Fulfillment Services Division and PMC. The new entity, Power Merchandising Company, LLC (PMC), operating as a joint venture, will provide a broad array of high quality brand name consumer electronics, appliances and general merchandise to the loyalty, incentive, and e-commerce channels. PMC will focus its efforts on the loyalty and incentive channels while the Almo e-Commerce Group will continue to focus and expand its efforts offering fulfillment services to the e-commerce channel.

"Our goal is to be a one-stop source for our dealers and fulfillment customers, from brand diversity to product breadth to automated ordering and shipping services" said Warren Chaiken, President and Chief Operating Officer of Almo Corporation. "The combination of our two operations creates a unique offering that will provide our customers not only the industries leading brands, but a complete selection of accessories as well. We look forward to creating increased value and accelerating the growth of our combined business through synergies, scale, and shared resources."

The joining of PMC and Almo's Fulfillment Division provides great benefit to its new, combined customer base by expanding existing product offerings and increasing operation and logistics efficiencies.

Joe Corrigan will be the Chief Operating Officer of the new venture. The new reporting structure aligns the product offering of PMC and Almo Fulfillments Services under a single leader and leverages the combined expertise of both teams for dynamic future growth.

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"Almo has a very solid reputation across the distribution industry, and its core competencies align with PMC's business strategy," said Joe Corrigan, founder and principal of PMC, Inc. "Together with Almo's national warehousing facilities, product offerings and operating efficiencies and PMC's customer base and expertise in sales and marketing, we are well-positioned to achieve our next phase of significant growth in the fulfillment channel."

This new, powerhouse entity is able to provide the best service and largest selection of electronics merchandise in the premium and incentives channel. As the leading turnkey fulfillment partner, PMC will offer over 40 leading consumer electronic, appliance and general merchandise brands, world-class logistics with 11 nationwide distribution centers, and a host of automated and customizable services. Plus, the new entity will provide exceptional partner services from dedicated incentive representatives to fully-managed client merchandise and custom e-commerce web sites. Customers will now have access to additional brands including Panasonic, Garmin, Samsung, Sony, Sharp, Phillips, Pioneer, Hitachi, Canon and more.

PMC will maintain operations in Elkhorn, Wisconsin focusing on the premium channel. Almo's e-Commerce Division will continue to operate from Almo's corporate headquarters in Philadelphia, PA. PMC sales inquiries can be directed to Eric Anderson at eric@pmcusa.com. Almo e-Commerce sale inquiries can be directed to Mike Harris at mharris@almo.com.

About Almo Corporation

Almo Corporation is the nation's leading independent distributor of Consumer Electronics and Major Appliances. Known for its Rapid Ship services and exceptional customer service, Almo distributes over 40 of the industries top brand names. Dealers and Retailers have instant access to a wide variety of Consumer Electronics, Major Appliances, Mobile A/V Electronics, Digital Imaging and Professional Residential Kitchen and Outdoor Appliances.

Almo's comprehensive fulfillment & ecommerce division provides drop-shipping services, daily inventory updates, EDI capability, customized packing slips and, customized labels along with access to our extensive inventory. Same-day shipping and next-day delivery enables our customers to provide timely deliveries to their customers.

Founded in 1946, Almo is headquartered in Philadelphia, Pennsylvania, and operates 12 regional distribution facilities with over 1 million square feet of warehousing throughout the United States. More information on Almo is available by contacting the company directly or at Almo's web site located at www.almo.com.

About Power Merchandising Corporation

Power Merchandising Corporation (PMC) is a leading provider of high-quality brand name consumer electronics and merchandise. As a leading distributor to the special markets channel, PMC has developed preferred relationships with the most respected suppliers and manufacturers in the business. As a result, PMC delivers the best brands with the highest quality, superior pricing, and rapid turnaround to help their customers succeed.

PMC provides marketing and sales expertise, merchandise expertise, superior pricing, and brand-name merchandise that have built deep customer relationships.