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**Prime Advantage Named a Most Valued Partner by Packaging Industry Association PMMI**

*Endorsement as Preferred Cost Reduction Service will Enable Members of PMMI to Tap Valuable Savings, Rebates and Industry Expertise*

CHICAGO, MAY 1, 2009 - Prime Advantage, the leading buying consortium for midsized industrial manufacturers, is pleased to announce that it has entered into a new partnership with the Packaging Machinery Manufacturers Institute (PMMI). PMMI, which organizes the PACK EXPO tradeshow, has named Prime Advantage a Most Valued Partner (MVP), in order to offer its members reduced costs and optimized buying power through Prime Advantage.

PMMI selected Prime Advantage for its ability to provide competitive pricing, volume-based rebates and extensive value-added services to its members, allowing them to efficiently run more profitable manufacturing organizations.

"Prime Advantage is all about cost savings and connections," said PMMI Vice President of Member Services/Communication Matt Croson. "It's dedicated to reducing the cost of doing business, increasing profitability and providing top-level service for every firm in its network. It's a great opportunity for many members."

As an MVP, Prime Advantage becomes part of an exclusive collection of third party organizations that PMMI partners with; providing services that cater to the PMMI member's unique needs and reduce time, energy and costs to get results.

"Over the last ten years, our group of members and endorsed suppliers has formed strong partnerships that create long term cost reduction and increased profitability for our members," said Louise O'Sullivan, president and CEO of Prime Advantage Corporation. "We are proud to be an MVP for a world-class organization like PMMI and are committed to providing its members with services to improve their business."

Since its inception, Prime Advantage has returned more than \$75 million in rebates and discounts to its members. These real savings are helping U.S. manufacturers gain a powerful competitive advantage in the face of economic instability.

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**About PMMI**

PMMI is a trade association with more than 550 member companies that manufacture packaging and packaging-related converting machinery, commercially-available packaging machinery components, containers and materials in the United States and Canada. PMMI's vision is to be the leading global resource for packaging, and its mission is to improve and promote members' abilities to succeed in a global marketplace. PMMI organizes the PACK EXPO trade shows: PACK EXPO International, PACK EXPO Las Vegas and EXPO PACK México. Learn more about PMMI at [www.pmmi.org](http://www.pmmi.org).

**About Prime Advantage**

Founded in 1997, Prime Advantage is a buying consortium for industrial manufacturers with more than 550 members and more than 110 endorsed suppliers. For more information on Prime Advantage, visit the website at [www.primeadvantage.com](http://www.primeadvantage.com).