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iPARTY CORP NAMED PARTY STORE RETAILER OF THE YEAR 2008 AT NATIONAL PARTY RETAILING AWARDS

(Dedham,MA) – Massachusetts-based iParty, the New England region's largest party retailer with 50 stores in New England and Florida, was chosen as "Party Retailer of the Year 2008" at the National Party Retailing Awards in Las Vegas, presented by Greetings etc. magazine and TransWorld Exhibits, Inc.

"We are honored to receive this award," stated Sal Perisano, CEO of iParty. "We believe it recognizes the efforts of our employees and their commitment to customer service, creative, innovative marketing and product selection, and making the iParty experience, whether in-store or online, fun and easy for our customers. At the same time, we feel it is equally important to give back to the many communities we serve, which we have tried to achieve through our in-store fundraising programs. To see our efforts to achieve these goals both recognized and rewarded is very satisfying.

Greetings etc. magazine launched the National Party Retailing Awards five years ago to recognize outstanding partyware retailers whose dedication, creativity and hard work help people to celebrate the special events in their lives. Each year, party stores of all sizes, including online-only businesses, are encouraged to submit entries in a variety of merchandising and marketing categories. iParty Retail Stores (www.funatiparty.com) was chosen as Party Retailer of the Year for 2008 (out of stores with four or more locations). iParty is the past recipient of the Best Party Store Website 2005 and Best Store Marketing/Promotion 2006.

iParty was named Party Retailer of the Year for being outstanding in the areas of party retailing including customer service, merchandising and marketing. The award recognizes iParty's many creative and successful merchandising programs included Balloon Week which transformed iParty stores into tropical paradises full of colorful fish, birds, and flowers made out of balloons, with balloon twisters entertaining customers at select stores. iParty's marketing programs have also included in-store fundraisers, including a seasonal event called HalloweenTown and another called Charity Days. These efforts enhance the shopping experience while raising much needed funds for area hospitals and non-profits. iParty also maintains www.funatiparty.com and www.iparty.com an e-commerce website featuring an online magazine "Party Talk" that includes party ideas, articles and entertaining tips.

Headquartered in Boston, Massachusetts, iParty Corp., is a premier multi-channel party supply and party planning company that includes 50 iParty retail stores and www.iparty.com, an online destination. From over 20,000 party supplies and costumes to an online party magazine and party related content, iParty offers consumers a sophisticated yet fun and easy-to-use resource with a definitive assortment of products to customize any party, including birthday bashes, Easter get-togethers, graduation parties, summer barbecues, and, of course, Halloween. iParty offers reliable, time-tested knowledge of party-perfect trends, and superior customer service to ensure convenient and comprehensive merchandise selections for every occasion. Please visit our sites at www.iparty.com and www.funatiparty.com

Greetings etc., an Edgell Communications publication, is a bimonthly trade magazine that exclusively covers the greeting card, stationery and party goods markets. Greetings etc. has developed a loyal readership of 20,000 retailers who look to each issue of the magazine for new trends, innovative merchandise and fresh ideas to differentiate their stores. Article topics include profiles of companies and stores; updates on hot trends, products and licenses; information on reps, suppliers and trade shows; and an interactive "Hot Topic" column in which retailers share their viewpoints. "Card News," the Greeting Card Association's official newsletter, is also published within each issue. Located in Randolph, New Jersey, Edgell Communications publishes two additional merchandising magazines (Selling Christmas Decorations and Selling Halloween) and six technology magazines (RIS News, Hospitality Technology, Consumer Goods Technology, Vertical Systems Reseller, Mobile Enterprise, and Apparel) and produces several national technology conferences

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