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FOR IMMEDIATE RELEASE:

**RYMAX MARKETING SERVICES, INC. PUBLISHES NEW WHITEPAPER ON
MERCHANDISE VS. CASE INCENTIVES**

PINE BROOK, NJ, March 14, 2007—Rymax Marketing Services, Inc., the largest luxury brand representative in the Incentive Industry, has announced the publication of their new white paper entitled, *In Praise of Presents: Why Merchandise Trumps Cash*. The whitepaper is available on their Web site at www.rymaxinc.com/whitepaper.

In *Praise of Presents* focuses on how merchandise is more rewarding and compelling than cash rewards as incentives, backed up with in-depth statistical research provided by accredited organizations within the Incentive Industry. This white paper is intended as resource and informational tool for top management and HR executives as they decide on using cash vs. merchandise rewards to boost loyalty, increase sales, and more.

Kara Sabilia, Senior Director of Project Marketing at Rymax, says “We are very excited about the release of this white paper. The objective is to educate individuals who run and/or plan to run incentive programs about the many benefits of merchandise incentives. This paper, backed up by the powerful brand name merchandise represented by Rymax, acts as a powerful tool in promoting the switch from cash to non-cash incentives.”

Since inception in 1995, Rymax Marketing’s mission and vision is the implementation of luxury, top-name branded merchandise incentives as opposed to cash for use in rewards, recognition, corporate gift, and

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loyalty programs, amongst others. To date, Rymax has successfully created, customized, and fulfilled an abundance of the aforementioned programs for Fortune 500 companies in various industries such as Finance, Gaming, and Healthcare.

About Rymax:

Rymax Marketing Services, Inc. understands the important role merchandise plays in incentive, recognition, and corporate gift programs. Headquartered in Pine Brook, NJ, Rymax is the largest national factory representative in the incentive industry, specializing in providing branded merchandise for incentive, loyalty, and rewards programs, and bulk product sales for corporate/holiday gift, meeting or promotional needs. In addition to providing luxury brands, Rymax's services include the ability to create and fulfill customized incentive programs with the necessary management and support from start to finish. For more information please visit www.rymaxinc.com or call 800-379-8073.

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