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**FOR IMMEDIATE RELEASE:**

**RYMAX MARKETING SERVICES, INC. ANNOUNCES  
NATIONAL ALLIANCE WITH TAYLORMADE GOLF**

PINE BROOK, NJ—May 16, 2007—Rymax Marketing Services, Inc., the largest luxury brand representative in the Incentive Industry, has recently announced their national alliance with the TaylorMade-adidas Golf Company (TMaG), a global organization comprised of three of the strongest golf brands in the sport: TaylorMade, adidas Golf and Maxfli. Rymax will represent all three TMaG brands throughout the United States within the Incentive Industry.

TaylorMade manufactures a complete line of golf equipment, including drivers, fairway woods, hybrids, irons, wedges, putters and golf balls. TaylorMade is the world's leading manufacturer of metalwoods; and its drivers, fairway woods and hybrids rank #1 on the PGA Tour. adidas Golf is a global leader in golf footwear and apparel, and is known for products that deftly unite innovative performance technologies with contemporary styling. Maxfli, one of the oldest ball brands in golf, now targets rebellious players with distance-promoting models like Maxfli Fire and Maxfli Tour Fire.

Rymax and its offices throughout the country will service TMaG for inclusion in programs that focus on incentives, sales incentives, employee recognition, customer loyalty, corporate gifts, contests and sweepstakes, amongst others.

***About Rymax:***

*Headquartered in Pine Brook, NJ, Rymax Marketing Services, Inc. is the largest national luxury brand representative in the Incentive Industry, specializing in providing branded merchandise incentives for incentive, loyalty, rewards programs, sweepstakes, corporate gifts and more. 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](http://www.rymaxinc.com) or call (800) 379-8073.*

***About TaylorMade Golf Company, Inc. dba TaylorMade-adidas Golf Company***

*TaylorMade Golf Company has led the golf industry's technological revolution since the company was founded in 1979. TaylorMade metalwoods, irons and putters have been used to win hundreds of professional golf tournaments around the world. In 1998, TaylorMade became a wholly owned subsidiary of the adidas Group. adidas Golf footwear and apparel is the choice of hundreds of professional golfers around the world. Learn more about TaylorMade-adidas Golf and its brands at (800) 888-CLUB or [www.tmag.com](http://www.tmag.com), [www.taylormadegolf.com](http://www.taylormadegolf.com), [www.adidasgolf.com](http://www.adidasgolf.com), [www.maxfli.com](http://www.maxfli.com).*

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