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**FOR IMMEDIATE RELEASE:**

**RYMAX WELCOMES ALLYSON KRICHMAN AS DIRECTOR OF MERCHANDISING & SALES OPERATIONS**

**PINE BROOK, NJ**—August 7, 2009— Rymax Marketing Services, Inc., the largest brand name manufacturer's representative in the Incentive Industry, is pleased to welcome back Allyson Krichman to its team as Director of Merchandising and Sales Operations. Krichman will lead and manage the merchandising team in customizing product offerings and strategically aligning our brands with client programs, as well as ensuring all Rymax clients receive the best level of service.

Krichman brings almost 10 years of industry experience, including five years with Rymax. Her previous experience at Rymax included positions in purchasing, client marketing, and fulfillment. Krichman is taking a fresh approach in her new role, concentrating on solution-oriented strategies and bringing products to clients that will reinvigorate programs. Her expertise and ability to anticipate client needs and integrating the latest market trends will help her in this new position.

"I want to explore all of the different nuances of a program and determine the best merchandise for the recipients," says Allyson Krichman, Director of Merchandising and Sales Operations at Rymax. "Reward participants should be excited when they view items included in their program and the way for me to do that is to offer the best mix of brands and products available. In today's economy, many people are redeeming for goods they may need, not necessarily what they want; however, I want them to feel excited about the item. I want to make sure we are offering the best, most innovative and forward thinking products to ensure our clients and their participants are happy with their selections."

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**About Rymax**

*Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest national manufacturer's representative in the incentive industry. In addition to providing merchandise rewards for incentive programs, promotions, and corporate gifts – Rymax manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit [www.rymaxinc.com](http://www.rymaxinc.com).*