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FOR IMMEDIATE RELEASE:

RYMAX ANNOUNCES EXCLUSIVE PARTNERSHIP WITH AVANTI

PINE BROOK, NJ—January 15, 2009—Rymax Marketing Services, Inc., the largest brand name manufacturer's representative in the incentive industry, announces an exclusive partnership with Avanti. Avanti is a leading manufacturer of quality towels and linens. This is an expansion of Avanti's previous partnership level with Rymax and the first time the brand is available exclusively through a single representative in the incentive industry.

Incentive program trends show an increase in home commodity redemptions, which is likely based on consumers using incentive program rewards to supplement every day items due to current economic conditions. This new partnership level with Avanti allows Rymax to offer a wider assortment of product in the home commodity category. Rymax will service Avanti linens from their offices throughout the country for programs including: Corporate Gifts, Sales Incentives, Employee Recognition, Loyalty Programs, and more.

"This is a new business venture for both Avanti and Rymax," says Paula Ambrozic, Director of Corporate Compliance at Rymax. "Rymax has never exclusively represented a linen company; we are eager to further satisfy the needs of our existing clients, and those of clients to come."

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 also manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit www.rymaxinc.com.

About Avanti:

Avanti was founded in 1969 and has been dedicated from day one to offering the very finest in embellished towels. Avanti has always prided itself on providing the best in design, delivery, and customer service. For more information, visit www.avantilinen.com.

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